

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

October 23 1982

Franks profit formula should stay, says Review Panel

NPA confirms opposition to more trading on Sundays

FPCs vote for precise dosage directions

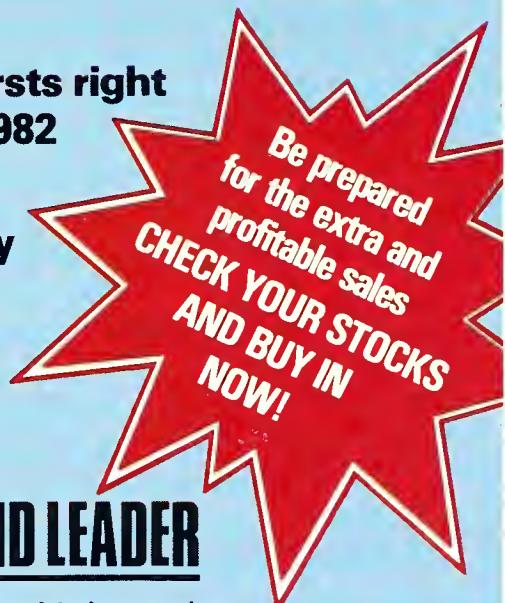
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Incorporating Retail Chemist

October 23, 1982

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COMMENT

Two nil

Although no details of the Pharmacy Review Panel recommendations on profit margin have been released, the Pharmaceutical Services Negotiating Committee has clearly scored a second goal against the Department of Health (see p728).

Whether the Panel feels that the Franks profit formula is working as it was intended remains to be seen, but for the moment it is sufficient to know that the Department's view that it should be scrapped has been designated as premature, with the end of 1983 suggested as the earliest date for change. If it does nothing more, this recommendation by the Panel should give PSNC a measure of

the stability in remuneration that it has for so long been seeking.

In June the Panel gave its first opinion — on property costs — and in that case too PSNC came out with a definite sense of victory. Thus, from the contractor's point of view, the effort put into fighting for the Panel's establishment is bearing fruit. Not that the Panel is showing any bias — indeed, PSNC was not at all happy that the property costs issue was fully and justly resolved — but at least the "compromises" have given contractors much more than the Department was willing to concede through direct discussion between the parties.

And if the Department should prove obdurate about implementing the recommendations, then contractors will be seen as the injured party, fully entitled to public and Parliamentary support.

Free-for-all?

Mrs Thatcher this week described present shops legislation as unsatisfactory, and said it does not fit in with modern patterns of living. In a written reply given on Monday, she said the Government "can find no ground of principle for opposing changes in the present restrictions in shop hours."

Labour MPs Ted Graham, John Tilley and Laurie Pavitt have put forward a private members motion raising worries that such changes may result in the abolition of all restrictions, and in a "free-for-all" in defence of market share — ultimately leading to higher costs for the consumer.

The motion expresses concern that, "despite earnest representations from all categories of retailers", the Home Secretary has declined to hold an inquiry into the social and economic effects of unlimited Sunday trading. It calls upon him to reverse this decision so that all interests, including consumers, workers and retailers can make their views known, and hopefully arrive at a compromise solution.

No one can deny that the piece-meal evolution of the present law has thrown up some stupid anomalies, but to abandon all controls to put them right invites analogy with the baby and the bathwater.

The NPA has again voiced its opposition to change (p768) and can be confident that it is expressing a view held strongly by members — as clearly demonstrated by the response to *C&D's* recent survey. Although pharmacists are theoretically less affected by Sunday trading restrictions than many other retailers, the service they provide is more vulnerable than most to further changes in the pattern of consumers' retail expenditure. And in the end, the consumer has no more money to spend, however many hours shops are open. Only the number of outlets in which to spend it will change — and that inevitably for the worse.

Franks profit formula "should stay"

The Pharmacy Review Panel has recommended that the Franks formula for calculating chemist contractors' profit margin should remain in force until at least the end of 1983. It is felt that the Department of Health has not made out a strong enough case for a change at the present time.

The Franks formula allows for a "pure profit" margin of 2 per cent, plus a return on capital employed at 2½ per cent above clearing bank base rates to cover interest costs. The DHSS went direct to the Review Panel in January this year claiming that the formula was no longer valid and although the Pharmaceutical Services Negotiating Committee argued that there was no case to answer, the

Panel disagreed and called for evidence from both sides.

The finding — details of which remain confidential — reflects PSNC's contention, but has to be accepted by both sides, and PSNC has therefore written to the Department asking if it agrees to the recommendation.

Property costs go ahead

PSNC has been told that the Department agrees to the Review Panel's award on property costs (C&D June 26, p1148). This award was estimated by PSNC to be worth £15m to contractors over the period from March 1977 (to which date it is backdated) to 1982.

pharmacies already approached but which have failed to respond to the invitation. If the response is not forthcoming, the Minister has reserved the right to increase the discount scale.

Among others put to the Department of Health is a PSNC suggestion that pharmacies could be a useful outlet for the distribution of self-certification certificates.

Most mothers favour vaccination

Most mothers in Great Britain favour vaccination against whooping cough. The majority of women also expressed their general approval for the continuing importance of vaccination, according to a

recent survey by NOP Market Research Ltd. Of all women interviewed (1,061), 61 per cent had children over five — and over three quarters of these had been vaccinated.

Women with children under five (19 per cent of the sample) would seem to need a little further persuasion about vaccination — over one third of their children (38 per cent) had not been vaccinated.

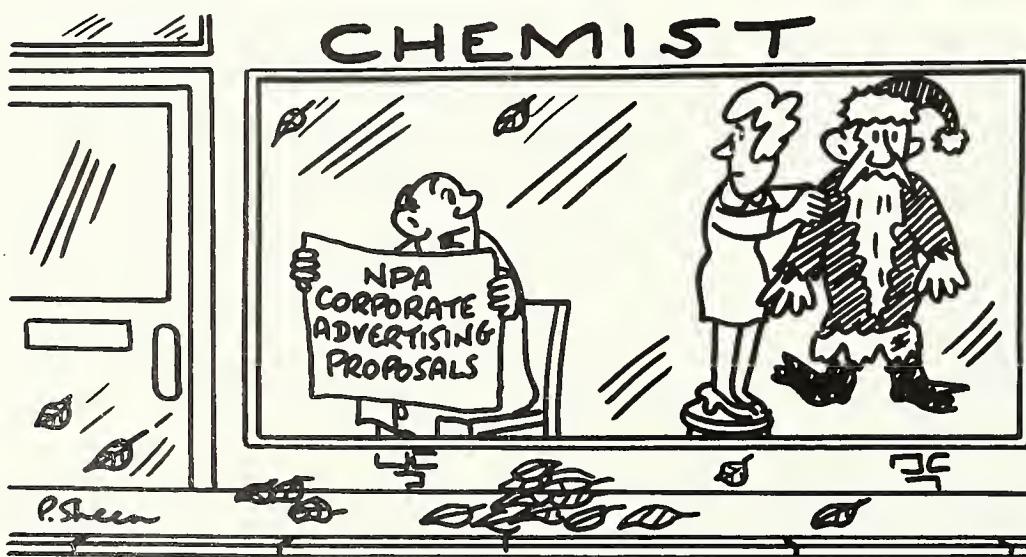
Mothers with children in both age groups left no doubt as to their opinion of the benefits of vaccination. Well over 80 per cent of mothers of children who had been vaccinated (under-fives 89 per cent, over-fives 83 per cent), felt that vaccination helped to protect their children. While there were no significant differences in age and social groups, regional differences in attitudes towards vaccination were very marked. In Scotland 100 per cent of women felt vaccination protected their children — 77 per cent had been vaccinated compared to only 45 per cent in Wales and the West.

Letter defending pharmacists' advice

Pharmacists do adopt a responsible attitude in giving advice on minor ailments, and do not always recommend a medicine purchase, says Mr R. Dickinson, assistant secretary, Pharmaceutical Society, in a letter in last week's *Lancet*.

He was writing in reply to an editorial which had appeared earlier, asking how far the pharmaceutical profession had "insulated itself against the lures of commerce". In his reply Mr Dickinson drew attention to the guide lines agreed between the Society and the British Medical Association (published January, 1981), and the results of a survey published in the Society's journal in May, 1980. This showed that 25 per cent of requests for advice in a pharmacy resulted in no sale of a product: in 12 per cent of cases medical advice was recommended and in 13 per cent general health care advice was given.

The *Lancet* editorial examined the text of the proposed draft advertisements put forward by the National Pharmaceutical Association, and commented: "If pharmacists wish us to believe their advice is dispassionate, they will need to contrive a more persuasive message than that in the proposed advertisements." The editorial previously noted that one of the most telling arguments from pharmacists against dispensing doctor practices was the strong incentive to overprescribe.



"Take that down — we'll need something smarter this year."

FPCs vote for precise dosage directions on all scripts

A resolution calling for doctors to include precise dosage instructions on all prescriptions was carried at the eighth annual meeting of the Society of Family Practitioner Committees, held in Scarborough last week.

The motion, proposed by Doncaster FPC, also urged that all dispensed items should, wherever possible, have the precise dosage and frequency to be taken stated clearly on all containers.

A resolution was carried urging British Telecom to provide dentists and pharmacists with the same priority user status for telephone services as that enjoyed by doctors. Speakers stressed how essential the telephone service was for pharmacists querying prescriptions, especially for Controlled Drugs, and for ordering medicines for immediate issue to patients.

Sheffield FPC proposed that the Department of Health should encourage all general practitioners to prescribe drugs by generic rather than brand name — "the savings made to be used to improve other services in the community." Speakers on the one hand quoted the vast potential savings that could be made by generic prescribing and on the other hand expressed fears of "substandard" generics. The resolution was eventually referred to the Society of FPC's Management Committee for further consideration.

Money for health education

Two motions called for a greater accent on health education. Sheffield FPC proposed that the society should ask the department to "provide a more effective level of health education than exists at present, thereby reducing the incidence of preventable illness and allowing more time and releasing more resources generally to the family practitioner services for the treatment of illnesses which are not preventable." Herts FPC proposed that the Secretary of State should increase the amount of money available to the Health Education Council to inform the public on how to treat themselves for minor ailments. Both resolutions were carried.

A paragraph in the society's management committee report accepting the Department of Health's refusal to allow FPCs to insure members against injury or damage to property when on FPC business was referred back for further consideration. Delegates were not content with the Department's undertaking to "consider sympathetically *ex gratia* payments, providing the member himself was not responsible for the accident."

A motion congratulating the Secretary of State on the wisdom of his decision that FPCs should become full health authorities was carried after an

amendment was added that the society had grave misgivings about the recent official announcement that FPC members will be appointed by the Secretary. The motion urged that, "to achieve the maximum co-operation and participation of the professions, the existing system of local appointment be retained." The motion also added that interim agency arrangements were not totally satisfactory and that legislation implementing the new FPC status should be introduced as soon as possible.

A motion suggesting that when FPCs are granted independent status they should be responsible for financing, developing and servicing health centres was lost by a large vote.

Other resolutions carried included:

- This society considers that fluoride tablets should be made available on NHS prescription by NHS dental practitioners and reaffirms its support for fluoridation of public water supplies.
- This society views with serious concern the continued Government policy of increasing NHS charges to patients which will inevitably act as a further deterrent to those seeking treatment.
- The Secretary of State should consider as a matter of urgency, that full screening for breast and cervical cancer be made available to women of all ages, on a frequent, regular basis under the NHS.
- With the advent of independence of FPCs, specific development funding should be provided for primary care.

Minister explains priorities

The Government is giving just as high a priority to the organisation and development of primary care and general practice as it is to the hospital service, Mr Kenneth Clarke, Minister for Health, told the meeting.

Many "alarmists" had talked about cuts in the NHS but, since 1978-79, 5 per cent real growth money had been put into the service, he said. In the past three years £2,000 million had been spent on building and improving hospitals and over 130 schemes, worth over £2 million each, were in planning and construction stages.

The move to make FPCs independent should improve efficiency and accountability by simplifying bureaucracy, Mr Clarke continued. The Government was seeking an early opportunity to introduce legislation to make FPCs wholly responsible to the Secretary of State for the administrative arrangements of the practitioner services.

Mr Clarke confirmed that the Secretary would be seeking the power to make appointments to FPCs to increase their accountability. There would still be four nominations from local authorities and four from district health authorities but the appointments would be

made by the Secretary of State. He assured the meeting that these appointments would not be random. He added that the lay and professional balance of membership would be kept the same as at present and he was proposing to add a nurse with community experience to FPCs.

FPCs would be able to employ their own administrative staff and control their own administrative affairs, Mr Clarke continued. Although chairmen would be "masters in their own house", the committees would still be subject to management and NHS staffing constraints similar to those applying in other health authorities and would participate in regular performance reviews.

He hoped there would be regular meetings between DHAs, local authorities and FPCs through membership of Joint Consultative Committees.

The consultants appointed to review the control of spending in the family practitioner services are starting their study this month. Binder Hamlyn, chartered accountants, will present their report to Ministers in the Spring.

More tampering with products in US

Tampering with eyedrops, mouthwash and milk products has been reported in the US, in copycat actions inspired by the recent lacing of Tylenol capsules with cyanide.

A Colorado man has been injured after using the OTC eyedrop product, Visine, manufactured by Pfizer. The eyedrops were contaminated with acid. The incident coincided with a drop in value of almost \$3 on Pfizer shares on the stock market, according to the *Financial Times*.

In Cuyahoga Falls, Ohio, the Lawson Milk Company destroyed products worth \$100,000 after a telephoned warning that the milk had been contaminated with strychnine. A man was later arrested and charged, according to the *Daily Telegraph*. And in a case in Florida a man was burned by a mouthwash that had been contaminated with what appeared to be hydrochloric acid.

Migril case prompts reminder

Doctors in the Oxford Regional Health Authority area are to be reminded via their Family Practitioner Committees of pharmacists' legal responsibilities when dispensing a prescription.

As a result of the Migril case representatives of the regional pharmaceutical committee met with their opposite numbers on the medical committee and decided to issue the reminder that pharmacists have both a legal and a professional responsibility.

1982 CHEMIST ASSISTANT OF THE YEAR COMPETITION

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Results from five regional heats

Winner of the Gateshead regional final of the Chemist Assistant of the Year competition was Avril Teal of A. Wilson, 43 Regent Street, Blyth, Northumberland. In second place was Maureen Wardle of Jack H. Stern (Chemist) Ltd, Westbourne Terrace, Houghton-le-Spring and third place went to Lynn Denise Harland of Hogarth and West Chemist, High Street, Stokesley, Middlesbrough. The regional heat was organised by Hall, Forster & Co Ltd.

At Bingley the winner was Liz Groves of Crosshills Pharmacy, Keighley with second place going to Maureen Clayton, Brighouse, and third to Barbara Sanders of Bradford. This regional final was organised by Bradford Chemists Alliance Ltd.

Patricia Bithrey of W. Steele, Higham Ferrers, will be the representative from Crick going through to the London final. In this heat Nicola Bowen came second and Louise Moggridge third. Both girls are from Green's Pharmacy, Radford. Organisers of this regional heat were Macarthys.

Numark organised the Glasgow regional final, and here Carol Gibb (J. S. Dempster, Biggar, Lanarkshire), Sylvia Smart (G. Forbes Johnston Ltd, Whitfield, Dundee) and Catherine Clark (H. C. Liddle, 153 Ayr Road, Prestwick) took first, second and third places respectively.

In Belfast S. Haydock & Co Ltd organised the regional heat which was won by Karen Shearer of D. C. McConnell, Bloomfield, Belfast. Second place went to Jean Logan of John McConnell's, Crumlin and third place to Marie McLaughlin of Kelly's Chemist, Belfast.



Above: Winners at the Gateshead regional final being presented with their Aynsley China Bowl of Flowers by the Tampax representative and (bottom right) all the participating contestants. Bottom left: Contestants at the Irish regional heat with the three prizewinners at the front. Centre left and right: the regional finalists at Crick and Glasgow and (immediately below) the line up of contestants at the Bradford regional final. All regional finalists were presented with an Aynsley China Bowl of Flowers — courtesy of Tampax



PEOPLE



Television personality Lance Percival, getting some tips from Glasgow pharmacist Lawrence Dunn, MPS, honorary captain of the Hobbypharm Golfing Society on the Troon championship course. More than 30 pharmacists from all over Britain took part in a championship to inaugurate the new society. The winner was Bill Harvey, MPS, from Cumbernauld

Society of FPCs appointments

Two pharmacists were elected to the Society of Family Practitioner Committee's management committee last week (see also p729).

Mr R.G. Worby, Barking, Havering and Brentwood FPC, who lost his seat last year when the London division was reduced from four seats to three, was re-elected. For the south-western division, **Mr Jack Bond**, Somerset FPC, was re-elected after having served one year. In the south-eastern division, **Mrs Enid Lucas-Smith**, Berks FPC, narrowly missed election on her first attempt; she was, however, elected unopposed to the conference agenda committee for 1983.

Dr G.E.P. Lee, Avon, formerly vice-president, was elected president; **Mr M.R.M. Pringle**, a Croydon solicitor, was elected vice-president, and **Mr B.E.V. Sabine**, immediate past president and a Manchester accountant, was elected treasurer. The secretary, **Mr John Knighton**, administrator, Dorset FPC, was re-elected.

Deaths

Matkin: On October 7, Mrs Laura Annie Crewe Matkin, MPS, at Preston, Lancs, aged 87. Mrs Matkin qualified at "The Square" in 1920 and was in business in Bradford and Hunstanton until her retirement in 1976.

TOPICAL REFLECTIONS

By Xrayser

Supplies

Although I have heard it argued that doctors might use official supplies of drugs for emergency use as a justification for widening their dispensing activities, I feel that for most GPs it is merely recognition of long-standing practice.

What I look forward to, now, is a bundle of scripts, once a month, from my local practice for the dozen or so items they most commonly use as emergency supplies. For if it is now "official" for them to supply it follows they must be able to get them? And what more logical way than to write a prescription "For use in practice" which we could supply? I look forward to notification from the FPC as to the mode of supply — on FP10s of course.

Smashing time

Not long ago I received a parcel of goods whose contents were almost completely spoiled because plastic lids had been split by some impact, and had allowed the contents of the containers they capped to leak out. There was no problem with the supplier fortunately, because we notified immediately, putting the goods aside for the rep to see and collect. However, the high nuisance value of the event rankled for weeks because we lost the best selling time before new stocks arrived.

To any company which has to use contract delivery services, ie the "carriers", whose employees sometimes appear to have been recruited from the coal-heavers' Union (judging by the way they dump large cartons on my shop floor) may I suggest the purchase of a million or so of 3M's new Shockwatch impact indicator which stains red if the parcel is badly handled. While not willing to change the present practices over carriage costs, I would be willing to pay extra for the indicator, on my bill, if only to see the instant transformation of one particular delivery man, from a regular "lumper" into a delicately toe-tipping Henry Cooper, soothng a box of goods into my pharmacy as if it were a container of uncartoned eggs.

Naturally

It is interesting to observe the cycle of events in my short lifetime which has seen virtual disappearance of herbals from the dispensary. Instead we have specific extracts, alkaloids, etc, or synthetic products whose effects we were assured were consistent, predictable, and safe, not

being subject to the vagaries of nature. Facts, however, have a disconcerting way of speaking for themselves, particularly when it is shown that some of the new products — whose histories could be measured in minutes when compared with the older galenicals — have singularly nasty stings in their efficient tails.

Thus is it not entirely surprising to see a swing towards natural products again, in a public questioning their right to instant cures or instant relief when the cost might be laid at the feet of their children. In a society living now in an almost entirely artificial environment, the emotional pull of "nature" or things "safely natural," is strong . . . and being exploited vigorously by some large commercial operators.

Since the people who use my pharmacy are not idiots, I tend to use a sort of "sleepers awake!" approach to help them choose and gently remind them of the dangers of green potatoes, opium and hemlock, just for starters.

In my heart I think the suggestion that we stock packed proprietary "health foods" is absurd, when we should be talking about "unhealthy foods" — in which I embrace a vast array of prepacked, sterilised, coloured, flavoured, sweetened products, designed to trick the innocent natural palate into believing it is receiving real nourishing food. The reaction I hope for is that people will buy simple unadulterated raw materials to satisfy their needs. . .

On with the motley

I laughed at the letter by P. J. Hanger of Northampton who made a lovely analogy when discussing this new image we are trying to project — particularly when faced with the proposed copy which shows a kindly, friendly, time-wasting, pharmacist who had bandaged poor Teddy as well as poor finger. Even I thought it was going a bit far.

Yet it must be overstating things a little to suggest that the attitude inherent in such an action should be dismissed as madness? This publicity thing is about making the public consciously aware of the capacity and availability of the community pharmacist. If to the conservative "40 years in pharmacy" man this sort of advertising is anathema, then I have some sympathy, having a good number of years service myself. But (and here's the rub) whether we like it or not, there are pressures bearing on our profession which we ignore further at our peril. We have to get on with the motley (if you'll pardon the misuse), or retire to our dispensaries at our cost.

Geigy launch transdermal drug delivery system

Geigy Pharmaceuticals have introduced a transdermal nitrate delivery system, Transiderm-nitro, for the prevention of angina pectoris (C&D last week). Worn in the same way as conventional wound plaster, the Transiderm-nitro patch delivers glyceryl trinitrate through the skin at a constant rate over 24 hours.

The product is freely available to hospital doctors but will not be promoted to GPs until early next year. There are, however, limited stocks with the main pharmaceutical wholesalers should GPs wish to prescribe it before then.

The delivery system has been developed in conjunction with Alza Corporation in the USA. A similar system containing hyoscine for the prevention of motion sickness has been available for some time in the USA but although Ciba-Geigy have a licence to market it in the UK it is still under evaluation here.

The Transiderm-nitro patch has five layers: a skin-coloured impermeable outer foil which allows washing and prevents loss of the drug by evaporation; a reservoir of glyceryl trinitrate; a membrane to control drug release; a water-resistant, hypo-allergenic silicon adhesive containing about 8 per cent of the drug to act as a priming dose for rapid onset of action; and a release liner which seals the patch before use and prevents loss of glyceryl trinitrate by evaporation.

The rate-limiting membrane is a polymer film specifically permeable to glyceryl trinitrate. It prevents overdosage in patients with highly permeable skin, such as those with ichthyosis or cuts, and ensures that the drug reservoir does not become depleted by too rapid absorption.

Drug delivery is therefore maintained for a minimum of 24 hours in all patients.

Although the drug reservoir contains 25mg glyceryl trinitrate, on average only 5mg is absorbed into the bloodstream over this time, the excess being needed to maintain the diffusion gradient by which the drug passes through the skin. Studies have shown that the site of application does not significantly affect absorption, providing the patch is not attached to the extremities, but in practice it has been found that the best sites are the non-hairy areas of the lateral chest wall.

As the adhesive is pressure sensitive,

the patch should be pressed firmly for a couple of minutes when applied. It should never be cut.

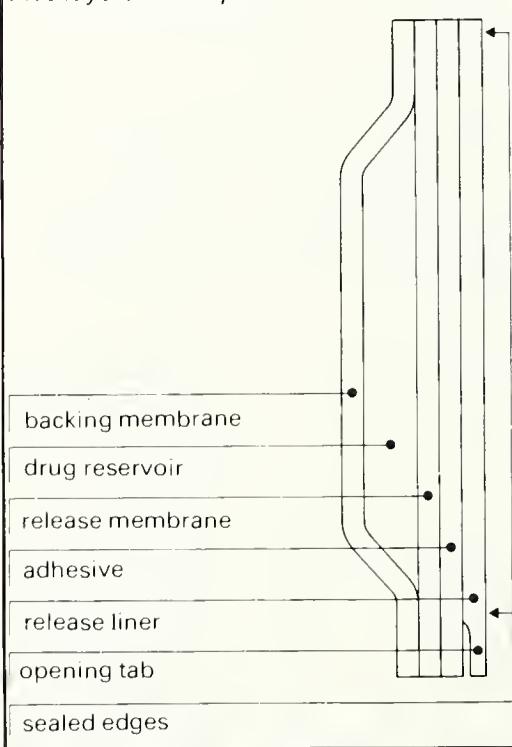
The product data sheet states that efficacy and tolerability beyond 28 days' therapy have yet to be established, but overseas trials have suggested that it may be used for at least six months without tolerance problems. Trials involving some 200 patients are in progress in the UK.

Last week at a conference of cardiologists in Paris, Dr Jane Shaw, Alza Corporation, California, explained the advantages of this type of delivery system. Because drug delivery was at a constant rate high serum levels were avoided and side effects reduced; percutaneous absorption could be used when the gastrointestinal tract was not available, as in vomiting, and avoided the vagaries of GI absorption. It also avoided "first pass" metabolism in the liver. Overdosage could not occur because the patch could be removed immediately.

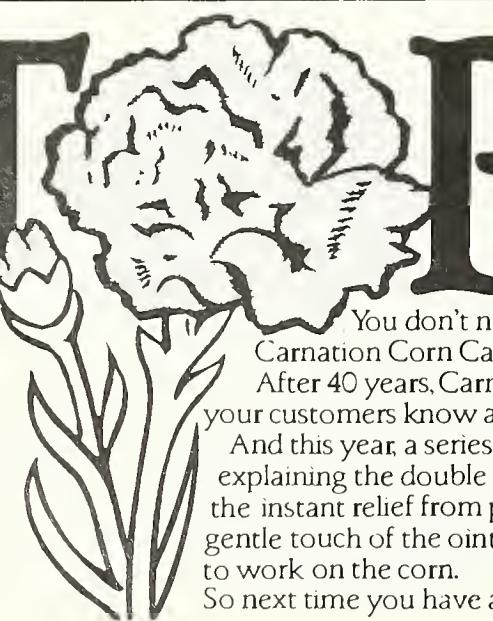
Currently Alza were investigating the use of these systems for hormone replacement therapy and for decongestants and other drugs. One system, being developed in conjunction with Boehringer Ingelheim, administered an antihypertensive over seven days. Not all drugs, however, were suitable, Dr Shaw continued. In general they had to have a molecular weight of less than 1,000, which precluded antibiotics and insulin, and the molecule had to be the right shape. The drugs had to be potent and have some water and lipid solubility.

According to Professor S. Shuster, a dermatologist at Royal Victoria Infirmary, Newcastle, another limiting factor was the risk of sensitisation; drugs that could be taken internally without problems often caused irritation when applied to the skin, antihistamines being a familiar example. Some drugs might also be metabolised by the skin but he did not foresee this as a major problem.

Five layers of the patch



TOP SELLER



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Merchandising units for Pupa make-up kits

Two new merchandising units are available for Pupa bijou and bouquet kits. The units carry eye palette shade bars to aid self-selection; the bijou unit holds ten kits and the bouquet merchandiser, fifteen.

Since the launch of Pupa the greatest volume of sales has been in kits, says the company, containing eye shadows, eye pencils, lip glosses, foundation, highlighter, concealer cream and, in addition, combs, pencil sharpeners and mirrors.

The kits are said to sell especially well pre-Christmas, so the company is including a seasonal backboard with each unit. Kit merchandiser "D" (bijou) comes complete with 20 kits (trade, £174.20) and kit merchandiser "B" (bouquet) contains 30 kits (trade, £165). All merchandising units, including testers, are supplied free. *Thomson & Joseph Ltd, T & J House, 119 Plumstead Road, Norwich NR1 4JT.*

Unichem's November promotion

Two sections are available in the Unichem members promotion for November. Section 1 is available from November 1-20 and Section two from November 15-30. With both sections there will be the usual price cards, shelf barkers and posters depicting selected products.

Included in section one are Andrews sachet, All Clear shampoo, Astral cream and lotion, Brylcreem, Dr White's, Elnett, Euthymol, Gillette Foamy, Hedex, Impluse bodysprays, Lypsyl, Meggezones, Mentadent toothpaste, Nicobrevin capsules, Palmolive shave cream, Panty Pads, Pure Silvikrin, Rinstead pastilles and gel, Soft & Gentle aerosol, Silkiene shampoo and conditioner, Steradent tablets and deep clean, Super Wernets, Sunsilk hairspray, Simple soap and cleansing lotion, Toni perms and perms tip, VO5 shampoo and conditioner, Zest soap, Alka Seltzer, Beecham powders, Phenic tablets and Sucrets.

Section two includes Duracell batteries, Handy Andies, Interdens, Kleenex for Men, Matey, Miss Matey and Santa Mantey, Milupa infant foods, Milumil milk, Milupa, Radox bath salts, herbal bath and showerfresh, Whistling Pops and Wilkinson Sword.

Unichem are also offering members a



selection of own-brand products from November 1-30. They are Unichem baby pants, snap-ons, cleansing roll, cleansing puffs, nappy liners, baby cream and all-in-ones. And available in the galenicals section are emulsifying ointment, glycerol, paed paracetamol elixir, liquid paraffin emulsion, paed squill opiate linctus, paraffin soft white and Stand Easie tights.

More than 30 sundries are available from November 1-30. These are Dunbee bibs, Addis brushes, Kalibu bars, Thermos, Ever Ready, Croydex, Jordan toothbrushes and herbal teas. *Unichem Ltd, Crown House, Morden, Surrey.*

Noxzema in tubes?

Advertisements for Noxzema will run on all London tube trains until mid-December. *Ever Ready Personna Ltd, 3 Sentinel Square, Brent Street, Hendon, London NW4 2EL.*

RV promotions for Topex and Biactol

To increase awareness of Topex lotion and cream among chemist assistants, Richardson Vicks are running a crossword competition. Most of the answers can be found on the product packs and a tie breaker asks the assistant for reasons why Topex should be recommended to customers. Prizes are four gold plated Tissot ladies watches worth over £150 each. Leaflets for the competition are

available through the Richardson Vicks sales force.

A self-liquidating offer of sport items will also be available, until June 1983. Table tennis, tennis, badminton and squash raquets, a football and a fishing holdall will all be available at £9.99, including postage and packing. A POS stand holding the offer leaflets is available. *Richardson Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW.*

For lining the drawer...

Woods of Windsor have launched drawer liners for gentlemen. Described as having a spicy, fresh and masculine fragrance the sheets come bound by ribbon and presented in an elegant box (£3.90 for a box of six liners). *Woods of Windsor Ltd, Queen Charlotte Street, Windsor, Berks.*

Christmas is coming

Shulton are running a new television commercial at Christmas for Blue Stratos which replaces the hang gliding theme of recent years.

The "Blues" commercial was on test in Scotland last year and helped to double sales in the area says the company. The campaign breaks in mid-December with a spend of more than £300,000, supported by a new range of POS material and a range of new gift sets. *Shulton (GB) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW.*

Deep Fresh Showersoap launch with on-pack competition

Showersoap is being launched this month under the Dettol Deep Fresh banner. A perfumed blue liquid producing a creamy foam, Deep Fresh Showersoap (250ml, £1.05) comes in a two piece pack comprising a plastic squeeze bottle and a separate wall bracket. The latter can be firmly attached to the shower unit wall by means of a special adhesive strip.

The squeeze bottle is held in place by a shaped waist and can easily be removed and replaced during showering. The cap is fitted with a control valve which ensures that a controlled quantity is squeezed out.

As with Dettol Deep Fresh foam bath, the Showersoap contains an antiseptic / deodorising ingredient. Says product manager John Finch: "At the moment only 24 per cent of all homes have a shower fitting of any kind and a mere three per cent have a cubicle.

Furthermore, less than one in two existing shower owners use a specialist product. Although the market is currently worth only around £3m, as the statistics show there is plenty of scope for expansion. Showersoap is a natural and logical complement to our Deep Fresh foam bath. It makes sense therefore to retain the 'freshness' ingredient as well as the Dettol band name."

An on-pack competition with first



prize of a Deep Fresh powerboat (worth £3,300) and a trailer coincides with the launch. Contestants have to choose the four most important features of Deep Fresh Showersoap from eight provided and suggest an apt name for the powerboat. There are ten all-weather jackets and a hundred Deep Fresh bath towels for runners-up. Closing date is

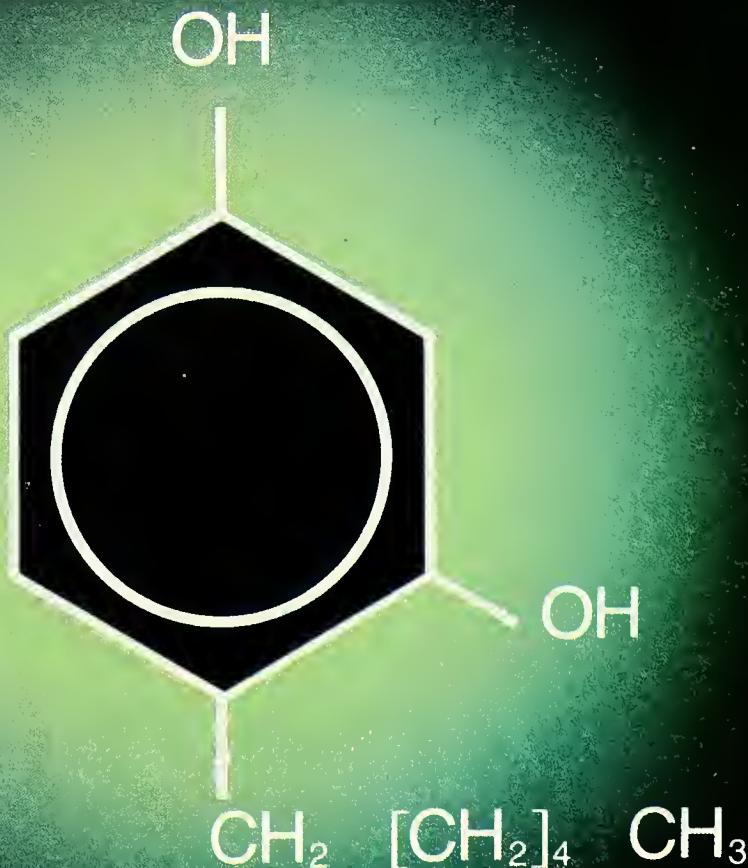
January 31 1983.

Other competitions, to run in conjunction with national magazines, are planned for the future. Back-up promotion includes a £0.20 coupon direct mail campaign to existing shower owners. *Reckitt & Colman Pharmaceutical Division, Dansom Lane, Hull, HU8 7DS.*

Sachet packs for Andrews Liver Salt

Sterling Health have launched a four sachet pack of Andrews Liver Salt (£0.35) to complement the existing tin sizes. Each sachet will contain a 5g dose and the product is available in stretch brand display trays of one dozen. The company believes the sachet pack is ideal for trial purchase. *Sterling Health, Surbiton, Surrey KT6 4PH.*

It's what makes for sore throats

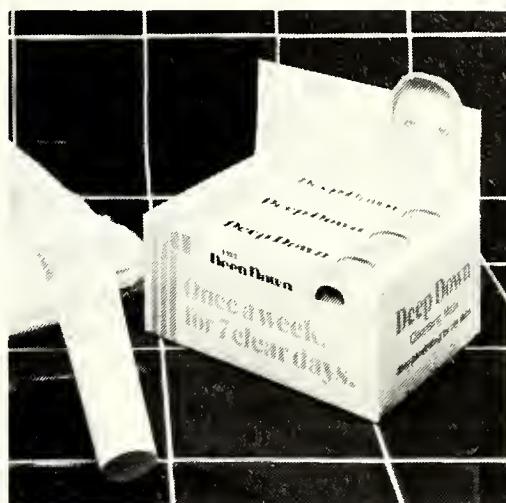


Cleansing mask launched by DDD

DDD have introduced Deep Down cleansing mask to complement Deep Down cleansing tonic which was launched five years ago.

For teenagers with greasy skin, the

cleansing mask should be used regularly to cleanse the skin, remove the grease, and help keep the skin clear of spots and blackheads. It comes packed in plastic tubes with a colourful carton and is available in display outers of six. POS material and heavyweight advertising in the teenage Press will support the launch (75g, £0.89p). A television advertising campaign for Deep Down cleansing tonic will run in the London area during November. *DDD Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*



Secrets so good

hexylresorcinol, the active ingredient in Sucrets, possesses antiseptic and local anaesthetic properties. Add this dual action to the soothing demulcent effect resulting from Sucrets' "boiled-sweet" form and you'll quickly see why you recommend these throat lozenges with confidence. Did you know, though, that they can be strongly recommended to salesmen and profits too? It's a fact, ensured by advertising support, prominent displays and extra profitable deals. Ask your Beecham Representative for details and stock up with Sucrets now. Customers who ask for them don't usually accept anything less.



Monteil revamp and Christmas 'look'

Germaine Monteil have revamped their lipstick and nail lacquer range. Color Glow lipstick (£4.15) is now described as creamier and therefore easier to apply. The case has been remodelled so while the colour stick is shorter it is also fatter making it less likely to break. Colours available range from two transparent shades through corals, pinks, reds, browns and burgundies.

Color Glow lacquer (£3.95) has also been reformulated to provide longer lasting, chip proof lacquer. It is available in eight shades.

Nuit magicienne is the company's Christmas "look" described as "a sparkle of silver and gold to illuminate and highlight". Shimmering powder and gold and silver shimmering highlighter, glitter gel and lip gloss are available. *Germaine Monteil, St George's House, 12a St George Street, London W1R 9DE*

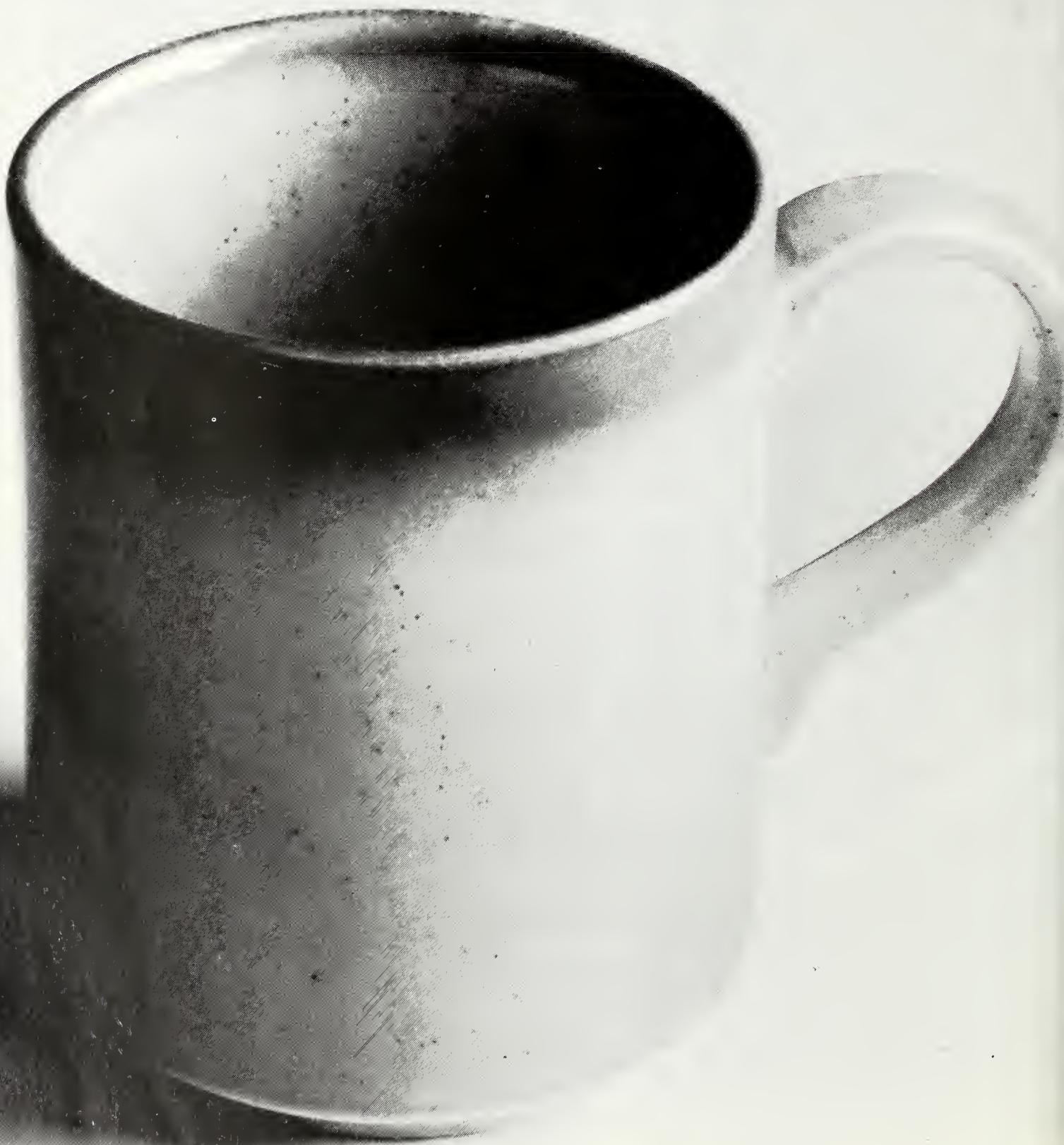
Pifco's Xmas plans

Pifco are issuing a "Guide to retailers for a successful Christmas" to help improve Christmas sales. It describes eight ways of boosting Christmas sales and promoting customer relations. The ideas range from setting up a gift ideas centre to designing a Christmas window. The leaflet is available free on request from *Pifco Ltd, Failsworth, Manchester M35 0HS.*

Duracell's TV plans

Duracell long-life batteries will be advertised nationally on television with a six week, pre-Christmas campaign, commencing November 18. This is the third burst of television advertising this year and is the culmination of a £2.4 million spend for 1982. *Duracell (UK), Gatwick Road, Crawley, Sussex.*

What are you
sell Complaints



A MUG.

if you don't sell flavours?

Perhaps we're being a bit unfair.
After all, if you don't sell Complan
flavours, you don't know their sales were
up 16%* last winter.

Strawberry sales were up.
Chocolate sales were up. Butterscotch
sales were up.

And many shops kept selling out.
This winter, our sales will go up
even faster.

Because starting on November 9,
we're running our biggest-ever TV
campaign for Complan.

And we've reformulated Strawberry
and Chocolate so they taste even better.

Maybe, though, we should make a
new flavour for those of you who don't
sell any of them.

Bananas.

COUNTERPOINTS

Kanebo turn to hair and nail care

Kanebo are to launch a Silkhair range comprising three gentle deep-cleansing shampoos, a conditioning rinse and a Silkhair pack for restoring "health and flexibility to dry and damaged hair". The company claims that "extract of raw silk protein" is included in each haircare product. The pH balanced shampoos, available for oily, dry and overworked or coloured hair (300ml, £3.50), and the Silkhair rinse (300ml, £3.75) come in white containers with horizontal bands of colour (orange for the oily variant, red for dry hair, green for overworked coloured hair and blue for the Silkhair rinse).

The Silkhair intensive treatment pack (£6.95) holds six tubes sufficient for the same number of treatments.

The company is also introducing thirteen nail colours to match the nail colours. Shades range from reds and corals to mauves and plums. Also available is a Kanebo base coat and a colourless top coat. Retail prices are £1.30 and for the remover (50ml) £2.95. *Kanebo Cosmetics, 21 Holborn Viaduct, London.*

Distribution news from Healthilife

Healthilife are now distributing Longo Vital and Bee Salve. Longo Vital (100g, £2.65) is described as "a unique tonic of natural spices, herbs and vitamins" and Beesalve (32g, £3.40) to help care for spots and pimples. A cash bonus of £1 per case will be available and both products will be on a buy five get one free case bonus until the end of the year. A similar offer will be available on vitamin C and there will be a cash bonus of £5 with every £100 parcel order. *Healthilife Ltd, Charlestown House, Baildon, Shipley, West Yorkshire.*

£390,000 ad spend for Slimway soups

Heinz are spending £390,000 on magazine advertising and £50,000 on consumer promotions to boost Slimway soups, starting at the end of the month.

The advertising will appear in 15 women's magazines including *Woman's Own*, *Cosmopolitan* and *She*, in *Slimmers* magazine and *TV Times* during Winter. In addition, in October and November, chicken, tomato, vegetable and beef and vegetable varieties will carry "5p off next purchase" labels. *H.J. Heinz Company Ltd, Hayes Park, Hayes, Middlesex.*



This new counter-stand for Ever Ready's re-packaged range of hearing-aid batteries carries a revised logo and forms part of the company's "Power to the People" campaign (C&D September 25, p528). The plastic dial packs are designed to be easy-to-use for the elderly, and to allow for the replacement and safe return of used mercury batteries, as is already required by anti-pollution laws in some countries. The company hopes that the presence of a power capacity figure on the packs, combined with a logical pricing structure across the range, will help to educate the consumer in recognising the relative strengths of various battery types. Ever Ready (GB) Ltd, Berec House, 1255 High Road, Whetstone, London

Faith additions

Faith Products are adding to their vegetable soap range with the introduction of rosemary and lavender in early November. At the same time the soaps have been repackaged in full colour boxes showing romantic images of Britain. The soaps are available individually (£0.60) and in a triple presentation pack containing the two additions and the orange soap (£1.75). *Faith Products Ltd, 52 Albion Road, Edinburgh EH7 5QZ.*

Correction

All the doses for the recently introduced Befloforte inhaler (C&D, October 8 p633) were given in milligrams. The doses should, of course, be in micrograms.

Book and tape boost for biochemical

The biochemical system of medicine is explained in a newly published book "A guide to biochemical tissue salts" by Dr Andrew Stanway. Also included is a list of ailments and suggestions as to which particular tissue salt or combinations of salts might be useful in relieving symptoms.

A 12 minute training tape is available, which answers some of the questions

customers may initially ask. The tape is available free from New Era. They will also deal with orders for the book (published by Van Dyke Books, 78pp, rrp £0.95). Contact Mr C. Goodman, *New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Addis Just Natural:	All areas
Anadin:	All areas
Disprin:	All areas
Dixcel toilet tissues:	
	Ln, M, Lc, WW, So, NE, A, We, CI
Ever Ready batteries:	All areas
Fairy toilet soap:	A, U, G
Head and Shoulders:	Ln, Y, NE, A, U, B, CI
Marigold gloves:	Y, NE
Mucron:	Ln, Lc, Sc, WW, So, NE, A, U, G
Paddi Cosifits:	All areas
Pampers disposable nappies:	All areas
Pharmacin:	Ln, A, M
Radox:	All areas
Ralgex:	Ln, M, Lc, Sc, B, G
Rennie indigestion tablets:	All except U
Robinson's baby foods:	All areas
Sanatogen multivitamins:	All areas
Sunsilk shampoo:	All areas
Wisdom mouthwash:	All areas
Yardley Pure Silk:	All areas
Yardley Second Nature:	All areas

Thermosleeve for aching joints

The Deep Heat Thermosleeve (£2.95) is designed to fit over the elbow, knee or wrist without riding up, slipping or creasing. A combination of acrylic, wool and nylon, Thermosleeve, while retaining the heat, allows the skin to breathe, say the manufacturers, and freedom of movement is possible at all times. The Thermosleeve will be available on bonus terms of 12 for 10 until the end of October. *The Mentholatum Co Ltd, Longfield Road, Twyford, Berks.*

Equivite display competition

Beecham Animal Health are running a display competition for Equivite. In all, 45 Kodak Disc 4000 cameras are available as prizes. To qualify orders for Equivite have to be placed between October 18 and November 30 and a display made, to be photographed by a Beecham Animal Health representative. Of the cameras, 15 will be awarded pre-Christmas and the rest in the New Year. All entrants will receive a free Equivite sweatshirt. *Beecham Animal Health, Beecham House, Brentford, Middx.*

Allergan calcium deposit preventer

Allergan are introducing Hydrocare preserved saline solution (calcium deposit preventer) (£1.79). Supplies of this and all Allergan contact lens products may be obtained either by direct order to the company or from the normal trade stockists. *Allergan Ltd, Fennells Lodge, St Peters Close, Loudwater, High Wycombe, Bucks.*

FSC to repackage supplements

The Food Supplement Company have added vitamin B6 to the diuretic range, Waterfall (100 capsules, £2.85; 24 capsules, £1.20) and are introducing an economy size Ladies Only (50 capsules, £3.95).

As part of the 1983 promotional plan the company is changing the packaging on all supplements. It is hoped that all 45 FSC products will be completely re-



A counter display unit holding three packs of MaxEPA and a header card with leaflets for the retailer and customer are now available from Seven Seas Health Care

and nail collection

For "stunning and glamorous evening looks" Helena Rubinstein have created the Party Set — a deep burgundy mirrored case containing six shades of eyeshadow, a shimmering gold pencil, a powder blusher and two shades of sparkling gel, as well as three duo eyeshadow applicators and a natural hair blusher brush. The kit is available for £7.50 with one or more purchases from the Skin Life Treatment range, while stocks last.

The company is also introducing a new collection of nail care preparations and shiny lacquers. This includes nail lacquer remover (100ml, £3.75), cuticle remover (15ml, £3.75), nail care cream (15ml, £3.75), nail pencil (£2.25), fortifying base

packed by the end of 1983. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.*



— coat (15ml, £3.75), shiny lacquer (15ml, £3.75), which is available in 18 shades, and shiny protector (15ml, £3.75). *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

Chloraseptic contents

The Chloraseptic throat spray bottle, previously labelled 120ml, now shows the bottle contains 118ml. The price is unchanged. *Norwich Eaton Ltd, Regent House, The Broadway, Woking, Surrey.*

De Witt take over Robbins Nurser

De Witt International have taken over the distribution of the Robbins Nurser and all enquiries should now be directed to *De Witt International Ltd, Seymour Road, London E10 7LX.*

Glitter in Scotland

Jerome Russell are currently advertising Glitter on Scottish television and a 10-man salesforce has been selling-in throughout the region. The commercial will run until the end of October and the company will assess the possibilities of expansion into other television regions. *Jerome Russell Cosmetics Ltd, Tanners Lane, Barkingside, Ilford, Essex.*

First two g



Richard Cross (front right), Managing Director of Regency Film Services, and Ernie Gilburd (2nd left), Operations Director, were presented with a Kodak Gold Award for Quality by England and West Ham footballer Trevor Brooking. On the far left is Geoff Cadogan, Kodak Finisher Sales Operations Manager.

The first two winners of The Kodak Gold Award for Quality, for the period April to July, have just emerged.

They are:

Regency Film Services, Enfield.

B. Alan Freegard Ltd., Poole, Dorset.

Both are smiling because their prints are on 'Kodak' Paper.

The Gold Award Winners.

Regency Film Services started in 1901 as one chemist shop, which still exists as the front offices of the laboratory in Hertford Road, Enfield.

By 1926, enough D & P business was being generated to start up a processing department in a shed behind the shop.

Business continued to grow and the main lab was built on the same site in 1934 and has continued in production ever since, except for a short period during the war.

Up to 1980, the company traded as Cross of Enfield, changing its title to Regency Colour Laboratories as part of a new marketing

strategy to help retailers promote D & P sales. Development of this strategy has led to their present trading title of Regency Film Services.

This progressive attitude also operates in the laboratory where the most modern automated equipment ensures an efficient and comprehensive service is given to retail customers.

Ernie Gilburd, Director, aims for the laboratory turning out a quality product, complete with good service. The use of 'Kodak' materials across the board, together with the excellent back-up services provided, has been a major factor in meeting the quality objectives.

Aiming for quality.

B. Alan Freegard Limited was founded by B. Alan Freegard, half a century ago and this family business is now run by the founder's sons, Ron Freegard and his brother Alan.

The laboratory employs a staff of 14 and the bulk of their work comes from retailers in an area 15-20 miles around Bournemouth.

100s scored.



Others Alan and Ron Freegard (right to left) of B. Alan Freegard Ltd., were presented with a Kodak Gold Award for Quality by Lawrie McMenemy, Manager of Southampton Football Club.

The success of the company has been built on offering a really personal service to amateurs and professional photographers, with an accent on quality. Alan Freegard attributes the achievement of winning the first Kodak Gold Award for Quality to the dedication of his staff, and the quality of the 'Kodak' products they use, together with the after sales service provided.

Meanwhile, the rush for gold continues among laboratories who have figured in the Table of Merit. One laboratory has achieved a rating in the Table of Merit for two consecutive months, and therefore wins a Silver Award.

Silver Award July/August.

Maccolour Ltd., Chester.

The race for Silver continues with the Table of Merit for August.

Table of Merit for August, 1982.

Day's (Boston) Ltd.

Mont Photo Works Ltd., Belfast.

Alan Freegard Ltd., Poole.

Grunwick Processing Laboratories Ltd., Borehamwood (Darkroom Service).

Thomas Litster, Peebles.

Munns Brothers Ltd., Birmingham.

Napcolour Ltd., Chester.

Photographic Services (N.W.) Ltd., Wallasey.

R. H. Williams, Haverfordwest.

A reminder about the Kodak Award for Quality.

The competition is open to all independent photofinishers who use Kodak 'Ektacolor' Paper and formulated chemicals.

Kodak and its subsidiary companies are excluded.

All photofinishers who regularly and continuously return full sets of quality monitoring strips to the Kodak Finisher Monitoring Service are automatically included in the scheme, which runs from April to December, 1982.

Smile. It's on 'Kodak' paper.



Kodak and Ektacolor
are trade marks.

HOW TO SELL MORE FEMINAX?

SELL LESS.

NOW AVAILABLE IN 10-TABLET PACKS.

Over the coming months the new Feminax advertising will be seen in many of the leading women's magazines.

We're confident it will attract many first-time users. That means many new customers for you.

That's why we're introducing a 10-tablet 'trial' size Feminax at the low price of 69p. (Of course we'll still be supplying you with the regular 20-tablet packs.)

So when someone calls and asks to try the proven period pain reliever, don't disappoint them.

Be sure to stock Feminax.



For effective relief of period pain.

Pack tape

"Fragile" and "Photographs do not bend" are just two of the many messages that can be over-printed onto high burst strength vinyl packaging tape available from Carton Industries.

The self-adhesive tape of 0.65mm thickness (40 gauge) is available in standard rolls of 66mm length and four



different widths — 2.5cm; 3.75cm; 5cm and 10cm. Any colour can be over-printed onto the tape which is available in a variety of colours. Minimum order is for 36 rolls of tape costing between 80p and £1.48 per roll, excluding the cost of printing blocks which are normally between £15-£20 to produce. *Carton Industries (1944) Ltd, Bulford Road, Durrington, near Salisbury, Wiltshire.*

On the Spur of the moment...

Spur have extended their d-i-y range of straight shelving brackets with the introduction of new size 12in and 14½in low profile brackets. These cover only two slots on the upright, thereby allowing a denser storage, and are available in gloss frost white and Van Dyck brown epoxy paint finishes.

The smaller bracket, with a capacity of 132lbs, retails at £1.40 and the larger bracket, with a capacity of 110lbs, retails at £1.70. *Spur Systems International, Spur House, Otterspool Way, Watford, Hertfordshire.*

Trio added to Nu-swift range

Three halon fire extinguishers have been added to the Harland range by Nu-swift International Ltd. The model numbers of the latest extinguishers are B2(£49), B5(£68), B10(£99). The equipment can, however, also be supplied on five-year rental maintenance, at the following annual charges: B2-£17; B5-£23.75; B10-£34.50. If purchased outright, the



equipment can be included on a Nu-swift service contract, at a rate of 95p per extinguisher (subject to qualifications regarding minimum charge).

The extinguishers are safe to use on electricity, and are effective on most types of fire. They will operate down to -30°C. Operation is by means of a squeeze-grip handle, which gives a controllable discharge. The extinguishers are of stored-pressure construction, and incorporate a pressure indicator so that the user can check that the extinguishers are ready for operation. *Nu-swift International Ltd, Elland, West Yorks HX5 9DS.*

Metatone* Tonic

-part of the family



PARKE-DAVIS

part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients: Vitamin B, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request. *Trade mark R81056

Sanatogen®
multi
vitamins



ONE A DAY

Sanatogen®
multivitamins
plus IRON



ONE A DAY

Sanatogen®
vitamin
E



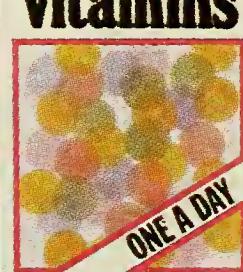
ONE A DAY

Sanatogen®
vitamin
C



ONE A DAY

Sanatogen®
junior
vitamins



ONE A DAY

WE'VE GIVEN OUR RANGE OF VITAMINS THE TONIC IT NEEDED

Not that the Sanatogen range needed a pick me up. It's already the biggest-selling range of vitamins in the country.

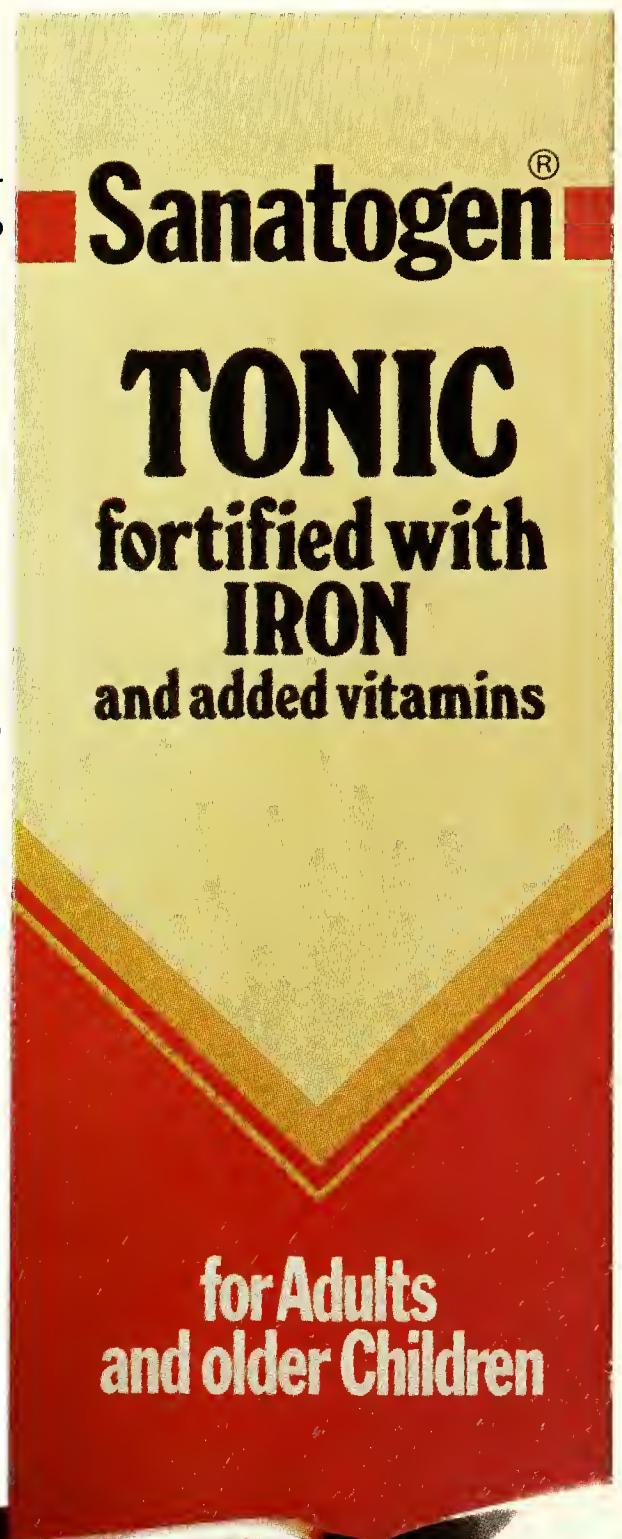
We're just making sure it sells even better by making it a more comprehensive range. (And by supporting it with a £500,000 advertising campaign).

We've introduced two major new products: a pharmacy restricted, liquid tonic, which is probably the best formulation around, and a B-complex vitamin tablet.

The tonic is fortified with iron, it has added vitamins, it will have the backing of a heavy advertising campaign. So, you won't even need to recommend it, people will be asking for it by name.

The same goes for Vitamin B-complex. As more and more people are discovering the value of B vitamins in combating stress, you're sure to be asked for Sanatogen B-complex tablets.

Which means, you'll see a healthy increase in Sanatogen sales. And that's just the tonic you need.



**SANATOGEN VITAMINS.
ONE A DAY, EVERY DAY FOR POSITIVE HEALTH.**

Disturbing increase in armed robbery

The number of pharmacies broken into and the number of pharmacists held at gunpoint had been a disturbing feature of the last year, Mr R.J.G. McDonald, retiring president of the Pharmaceutical Society of Northern Ireland told the 57th annual meeting.

In many cases the intruders were interested only in obtaining controlled drugs and pharmacists had already been advised to keep stocks to the minimum. The Council had discussed the matter and members would shortly be asked to inform the secretary of any break-in or hold-up.

The number of names on the Register of Pharmaceutical Chemists remained unchanged. While the number of deaths during the year was larger than usual and retirements about normal the number of new pharmacists registering had increased. Only one name now appeared on the Register of Druggists.

Mr McDonald offered the sincere sympathy of the Council to the relatives of fifteen members who died during the year. Special mention was made of Mr Hugh Gray Campbell, Ballymoney, a past-president of the Society and of the Ulster Chemists Association, a Fellow of the Society and for many years a member of the Society's Statutory Committee. He said that the death of Mr John Noel Patterson had come as a great shock. He was probably the best known pharmacist in Northern Ireland and as chief pharmaceutical inspector, DHSS, had carried out his duties in an impartial manner which had gained him the esteem of his colleagues.

Members re-elected

Mr McDonald declared the following members re-elected to Council for a further three years:

Messrs Derek Corbett, Robert George Dillon, Gordon Walker McGlaughlin, Thomas Ignatius O'Rourke and Mrs Cora Blakely Abernethy Watson. He expressed regret that the other retiring member, Mr Norman David Hall, had, for business reasons, not offered himself for re-election and paid tribute to Mr Hall's work throughout the past three years.

The president congratulated Professor P.F.D'Arcy on his election as a Fellow of the Society. In addition to his work for pharmacy in Northern Ireland during the past ten years, Professor D'Arcy was the Society's representative to the International Pharmaceutical Federation, a member of the Medicines Commission

and chairman of the Northern Ireland Staffs Council for the Health and Personal Social Service. His contribution to pharmaceutical education, both at home and abroad, had been outstanding.

'Support lectures'

The two series of lectures, one before and the other after last Christmas, had not attracted the usual large audiences. Mr McDonald appealed to members to support the Post-Qualification Education and Training Committee's efforts and stressed the need for every member to keep well informed on new developments. He was pleased that the seminars and one-day courses were well supported and suggested that more members might take advantage of the week-end course on management and accounting held in the Society's lecture hall in April each year.

The Education Committee had been considering changes in the system for the practical training of students, he said. Proposals would shortly be finalised and submitted to the Council for approval. The content of the training would be revised and the student's progress during training monitored. Pharmacists responsible for the training would be required to have attended a one-day course. Pharmacies would have to be approved before students could be accepted for training there. It was expected that the first course for tutor pharmacists would be held in April 1983 and the scheme introduced on August 1, 1983.

Two grants from the C.W. Young Scholarship Fund had been made, one to Miss M.L. Soh who was undertaking research concerned with drug latation and Mrs E. Hutchinson whose work lay in the field of applied bacteriology.

Frustrated efforts

The Council's efforts to revive the district branches had met with only partial success, Mr McDonald reported. A joint meeting of two branches had been held in Ballymena and officers appointed. It was hoped that several meetings might be held during the coming Winter. The Lurgan, Portadown and Armagh branch continued its activities with three lectures plus a general meeting followed by dinner.

Mr Kerr had represented the Society at the meeting of the Executive Committee and Conference of the Commonwealth Pharmaceutical Association held in Trinidad early this year. Mr McDonald said it was pleasing to record that

Northern Ireland had the largest number of personal members of the Association and despite the increase this year in the fee to £5 per annum the number of members had not diminished. He paid tribute to Mr Kerr for his splendid services as the Council's representative to the Association and also for his work in connection with EEC matters.

Mr McDonald said excellent support was given by the members to the Society's Benevolent Fund. The appeal issued last year by his predecessor, Miss Watson, had brought in the sum of £3,581 — an increase of almost £700 on the previous year. Grants made had exceeded the income from the appeal by £300. He thanked the Fund's Committee for the sympathetic manner in which they dealt with requests for assistance.

Treasurer's report

Mr McIlhagger, honorary treasurer, presented the Society's accounts and balance sheet for the year ended July 31, 1982. The surplus of income over expenditure was £7,835 (C&D, October 9, p649); last year the figure was £7,865. The position was maintained because of increased income from licence fees, the contribution from Northern Pharmacies Ltd and interest on investments. He said a situation was likely to arise which would result in a considerable reduction in the amount received from Northern Pharmacies Ltd for the present year. In addition the impending retirement of the present secretary would necessitate the employment of a successor for some time before assuming full responsibility. It would probably be necessary to increase the amount of the annual retention fee which had now remained unchanged for three years.

Mr R.G.P. McMullan then proposed a vote of thanks to the president for the able manner in which he had represented the Society throughout the year.

Human alternatives

Only by substituting humans can animal experiments be abolished completely. That is the conclusion of Peter M. Ronner, author of a brochure on animal experimentation, based on experience within three companies — Ciba-Geigy, Roche and Sandoz. Visits to various laboratories have shown that animal suffering is kept to a minimum, all operations being done under anaesthetic, according to Mr Ronner. However he does recommend improvements, such as a reduction in the number of animals used.

"Too true to be good — animal experiments in drug research". Pharma Information Birsigstrasse 4, CH-405, Basel, Switzerland.

With its 10 extra vitamins, it should improve your wealth.

Drink 10 is something completely new. It's also something rather special.

Each glass contains the juice of 10 luscious fruits.

They combine in a heavenly blend to give Drink 10 a unique flavour.

But the story doesn't end here. Each 200 ml glass of new Drink 10 also contains the average daily intake of vitamins B₁, B₂, B₆, C, E and Retinol.

All in all, that gives housewives some very good reasons for buying. We'll be helping you

sell Drink 10 in two important ways.

With big, full colour ads in women's and general interest magazines, right throughout the Autumn and Winter months.

And with a 30 seconds TV commercial in the London and Southern areas.

Ingredients: Apple, Orange, Maracuja, Pineapple, Banana, Guava, Umbu, Mango, Apricot and Peach juice.

Vitamins per 100ml:			
Vitamin C	37.4mg	Vitamin B ₆	0.9mg
Niacinamide	7.5mg	Vitamin B ₁	0.8mg
Vitamin E	6.0mg	Retinol	500µg
Calcium pantothenate	4.0mg	Biotin	0.05mg
Vitamin B ₂	1.0mg	Folic Acid	12.5µg

So expect Drink 10 to be big. Really big. Just like it is in Germany, where it sells over 30 million bottles a year.

Stock Drink 10 now. It'll do you a power of good.



**Introducing Drink 10.
The mixed fruit drink with 10 extra vitamins.**

No frogs:
of DRC.



courtesy

With Winter coming on so will the frogs in your customers' throats. LRC have a family of cough medicines for all the family's needs.

Buttercup Cough Syrup and Sweets, the gentle remedy that's especially suitable for children; Liqufruta, the natural way to relieve coughs, now with a new formula, eight new packs and two new flavours – blackcurrant and honey & lemon; and Alloway's Cough Syrup and Bronchial Expectorant, the traditional family choice.

Backed up by a massive national TV campaign, women's press, posters and POS is going to mean more relief for your customers and more profit for you.

There's Wright's Vaporizer for congestion and Goddards Embrocation for relief from aches and pains.

There's Wright's Coal Tar Soap and Eucryl Toothpowders, both brand leaders in their markets, to help you and your customers clean up.

With Durex, LRC are the leaders in barrier contraception with huge margins on all products from Nu-Form Extra Safe to Excita, as well as Duragel, Duracreme and Diaphragms.

With Marigold, LRC have the best-known name in rubber gloves with 80% of the household glove market, whilst almost every hospital uses our Regent Gloves.

And let's hear it for Woodwards the original and only Gripe Water, not forgetting Ariel Balloons to help every party go off with a bang.

So when it comes to your customers, their families and your business, think LRC. And everyone will profit.

LRC Products Ltd., North Circular Road, London E4 8QA.



First choice for everybody.

NEWS EXTRA

Mystic mixtures to modern medicines

A comprehensive collection of pharmaceutical memorabilia, both ancient and modern has been exhibited in the Central Library at Sutton for the past week.

Organised jointly by the Croydon and Epsom branches of the Pharmaceutical Society, the exhibition, called "Medicines with respect", showed the transition of pharmacy from the "mystic mixtures" of the apothecary to the scientific profession of today.

The exhibition was opened by the mayor of Sutton on Monday evening, and in his address he thanked pharmacists for the work they do in the community.

Replying, Mr Howarth, president of the Society, said the pharmacist was the only scientifically trained graduate available in shopping places. "In fact pharmacy is the best buy in the health service," he quoted. He also thanked the two local branches for the effort they had put into the display and ended by saying he wished it could be taken out on a road show.

The exhibition covered most aspects of pharmacy. There were display cases containing pharmaceutical reference books and compendia, first aid kits, dispensary manufacturing equipment, pill, tablet and medicine bottles, old drug jars and old OTC remedies. One case was devoted to diabetes. Most display cases showed both old and new items, illustrating how things have changed.

In addition there were numerous posters and pamphlets explaining the role of the pharmacist in the community, hospital and industry. Patient advice leaflets from the Health Education Council, PSNC and other organisations were available for the public to take away, and there were three tape/slide presentations for them to listen to.

Pharmacists have been "on duty" at the exhibition during library opening hours to answer any queries from the public — volunteers range from pre-registration students released by their employers to those in retirement.

Organisation for the exhibition was carried out by a small working party consisting of the secretary and public relations officer from each branch. Mrs Eileen Hughes, who works part time as a locum, co-ordinated much of the work. Hire of the display area for the week cost £200, and a small grant was received from the Society to help cover the cost.

Four DPhOs for Oxford region

Oxford Regional Health Authority has announced four district pharmaceutical officer appointments, including one for Oxfordshire Health Authority.

The appointment of a full time officer to Oxfordshire Health Authority means that the joint post with the region must end and pharmacists are pressing for an early decision on the appointment of a regional pharmaceutical officer.

When the Noel Hall Report was implemented the Oxford Regional Hospital Board (as it then was) was one of the last to put the report's recommendations into practice, and showed considerable reluctance to appoint a RPhO. In 1974 a joint regional/area pharmaceutical officer was appointed. Mr D. Moon filled the post until 1981 when he retired due to ill health, and was followed by Mr I. Simpson.

Oxford RHA has been the only authority to create such a joint post (although a similar joint RPhO/DPhO position has recently been created by Wessex RHA), and since its inception it has been strongly opposed by the Guild of

Hospital Pharmacists. The Guild will now be pushing the region to appoint a full time RPhO.

The DPhO appointments are: Aylesbury Vale: Mr John Langford-Stacey (formerly APhO, Bucks AHA). This authority will also provide the pharmaceutical service to Milton Keynes Health Authority.

West Berkshire: Mr A. Trice (formerly APhO, Berks AHA).

Northampton: Mr T. Thompson (formerly APhO, Northampton AHA).

Oxfordshire: Mr I. Simpson (formerly acting regional/area PhO to Oxford RHA and Oxfordshire AHA).

No appointments were made in the remaining three districts of East Berks, Kettering and Wycombe, and the region will be contacting the Pharmaceutical Whitley Council about the next round in the appointments procedure. (Only those with equal grading were allowed to stand and no one else was eligible.)

Starch blockers

Starch blockers are still available in Britain although supplies in the United States have been seized by the Food and Drug Administration.

Reports of side effects, including stomach pains, diarrhoea and vomiting, prompted a Chicago judge to order that all stocks should be destroyed, according to a recent article in the *Sunday Times*. The active constituent in starch-blocking tablets is a protein concentrate from kidney beans. One of the proteins is said to inhibit amylase in the saliva and pancreas and hence prevent the breakdown and digestion of starch.

Legal experts from the DHSS are looking at the products to see if they will require a product licence, (ie if they should be treated as a medicinal product). Britannia Health, who market the Vitalife product, Calorex, in the UK have carried out their own toxicology tests and are satisfied with the safety of their product. Uncooked kidney beans can be dangerous as they contain haemagglutinins but Britannia say the extract they use has had all toxic substances removed.

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*Stock up
now!*

It's going to be the best ever tonic for your Sales

Vantage chemists all over the UK are about to experience a very invigorating sales boom. Because we're all ready to launch our latest development in O.T.C. promotion – Pick-Me-Up.

Pick-Me-Up's add a new dimension to Vantage by establishing a theme which will run through all of our forthcoming sales material.

We'll be spending more than ever on consumer advertising by running a series of high-impact national press ads right through to July 1983 and eye-catching colour inserts in 'TV Times'. That'll be backed up with 'Pick-Me-Up' POS material, leaflets and mailings. Pick-Me-Up is just one aspect of the Vantage service which Vestric can offer to every independent chemist. Others include the Vantage own label range combining top quality with excellent profit margins, a wide choice of healthfoods promoted under the "Healthtime" banner and regular promotions on over 60 selected products each month.

Vantage pharmacists can also take advantage of our staff training courses and our shop planning and fitting service which includes everything from shop fronts to dispensary fittings.

Pick-Me-Up

A real tonic

The range of services available to Vantage developments have included Vantage

the Vantage chemists can and Thistle have got lots of other you in the press trade ads and Vantage members the best Pick-Me-Up.



If you would like to know more about Vantage, please complete the coupon and return to the Marketing Manager.

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We're always

Vestric Limited
Runcorn, Cheshire

A stylized illustration of a hand holding a paintbrush, painting large, bold letters on a wall. The letters are orange with a white and blue outline, spelling out "STAGE" at the top and "SCENES" below. The background is white, and the hand is wearing a blue sleeve.

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out all this with regular
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eady, join now — it's
in the business.

tric

est Lane,
WA7 2PE

The image is a collage of British media from the 1980s. It includes:
- **DAILY EXPRESS** (Monday October 11, 1982) with a 'FALKLAND HONOURS' section and a 'DAILY EXPRESS DIGEST' box.
- **DAILY Mirror** (October 11, 1982) with a 'THE NORTH'S BIGGEST DAILY SALE' banner.
- **TV Times magazine** (16-22 Oct 1982) featuring a large photo of the cast of Emmerdale Farm and an advertisement for 'Vespré' perfume.
- **BING** (New game starts to...) with price tags: £2.72, £54, £56, £68, £1.15, £58, £1.35.
- **VANTAGE CHEMIST** advertisement for 'PICKMEUPS' with the tagline 'A real tonic for your family budget'.
- A large red banner at the bottom right advertising '£250,000 Advertising Spend - Twice monthly insertions in National Press and Colour Insert in TV TIMES'.

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Continental dispensary gives 'exclusive' image

The newest pharmacy in Tunbridge Wells has a European look. "The average pharmacist is not interested in Continental design. He's too conservative," says David Cross, sales director of Shopfitting & Design Centre, who fitted out the new shop. But proprietors Mr and Mrs J. Furey are pleased with the result. Mrs Furey, in consultation with SDC's designer, had a strong influence on the new layout.

A single pane front window, with no display, allows pedestrians to look straight through to the dispensary at the rear of the shop. The dispensary is curved, with a 5ft high front allowing the pharmacist to be easily accessible to patients. All tablet bottles are kept out of sight in a curved fascia of drawers which hides the wets area and sink. Even in this area, cupboards visible from the sales floor have doors. The topmost drawers in each stack have clear plastic bottoms to make product identification easier.

"The curve is market-orientated," explains Mr Furey. "The wallpaper is also directional and the suspended ceiling brings eyes to the dispensary. Everything is designed to bring people towards the dispensary." All dispensary work surfaces are brown with rounded edges. It stops people writing on them and means the staff don't get "snow blindness" from too many white surfaces, says Mr Cross.

The rest of the shop is fitted out in cream and brown, with fittings framed in wood. A staircase with dark wood bannisters and supported by a mirrored pillar leads to an upper sales floor. The whole shop is carpeted throughout in green, and bench seating for waiting customers upholstered in the same colour.

The secret of the image the shop creates is in its spaciousness. Although there is space for a gondola down the middle of the sales area, it is avoided, and the shelving lining the walls is narrower than most, allowing stock to look uncluttered. But the Furey's can afford the space, since the new premises are an addition to their original pharmacy, Godkins Ltd, the next-but-one shop in the High Street. The old premises is being kept on as a perfumery, selling toiletries and cosmetics. Medicinal, health and babycare lines and the dispensary have been transferred to the new shop. Also included is a homeopathy section with a range of tablets and pills, and literature on the subject. The section is at the shopfront and Mr Furey is planning to expand it. "It

Looking towards the medicines counter and the curved dispensary in the new Godkins. All tablets are kept in the racks of drawers, which hide the wets area. Supervision is no problem with pharmacist and assistant almost within touching distance.



has proved very popular so far — it's the coming thing."

Shopfitters SDC Ltd, of Exeter, specialise in the Continental look. Established four years ago, Mr Cross reckons about 80 per cent of his business is in pharmacies. Seven firms competed for the job, and SDC came in with a quote of around £30,000. Conversion (the premises was originally a carpet showroom) took two weeks and the new pharmacy opened at the end of September.

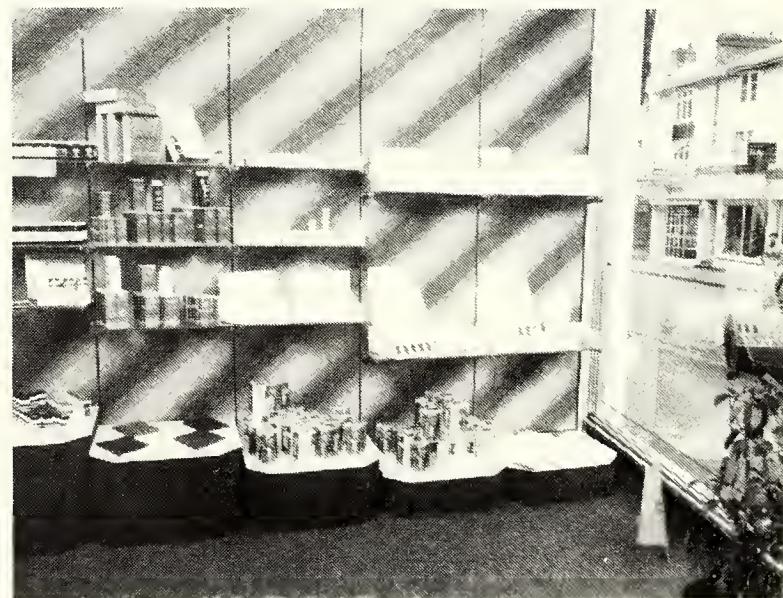
The original premises at 1 High Street was acquired by Mrs Furey ten years ago, against the advice of bank manager, husband and her pharmacist brother. They had moved into the area when her husband was appointed deputy manager for the local branch of Marks & Spencer

— he later gave up his position to help run her business. Neither are pharmacists, but both believe the pharmacist should practise his or her profession as that and not as a "purveyor of ST's and toiletries".

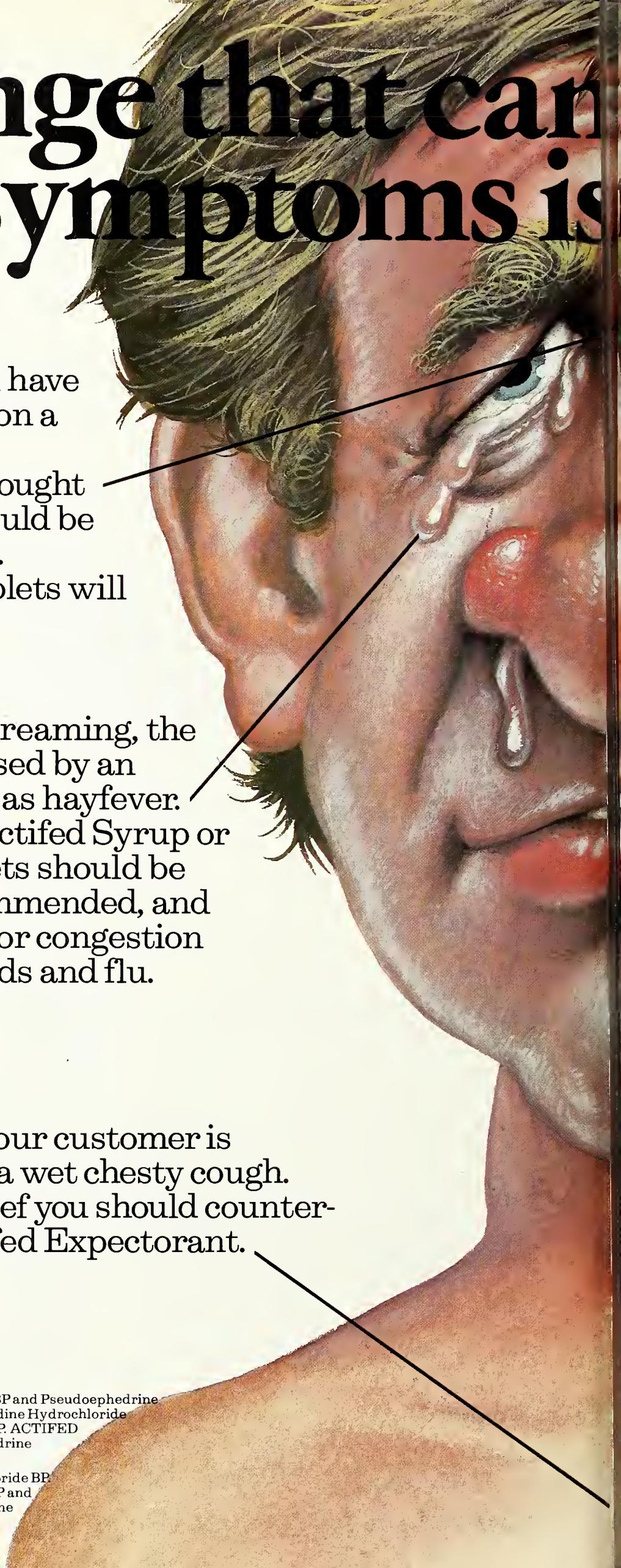
The Fureys have sought special permission to attend the Society seminars at Lambeth, and insisted on their newly-employed pharmacist writing to the local Society inspector before taking up the post. "You must surround yourself with the clothing of pharmacy," says Mr Furey. "The most important thing a pharmacist does today is talk to his patients. Most pharmacists are involved in front of shop business which he should not be involved in. Let's take them away from the retail

Continued on p758

The display of homoeopathic and health food products, easily visible from the street. Mr Furey is surprised how well his range of literature on the subject has been selling. The slanted silk screen wallpaper draws attention to the rear areas of the shop and the dispensary



A range that can these symptoms is



Your customer may well have a temperature, not to mention a throbbing head.



And what he thought was a heavy cold could be the first signs of flu.

Sudafed-Co Tablets will provide fast relief.

If his eyes are streaming, the chances are it's caused by an allergy such as hayfever.



Actifed Syrup or Tablets should be recommended, and also for congestion in colds and flu.



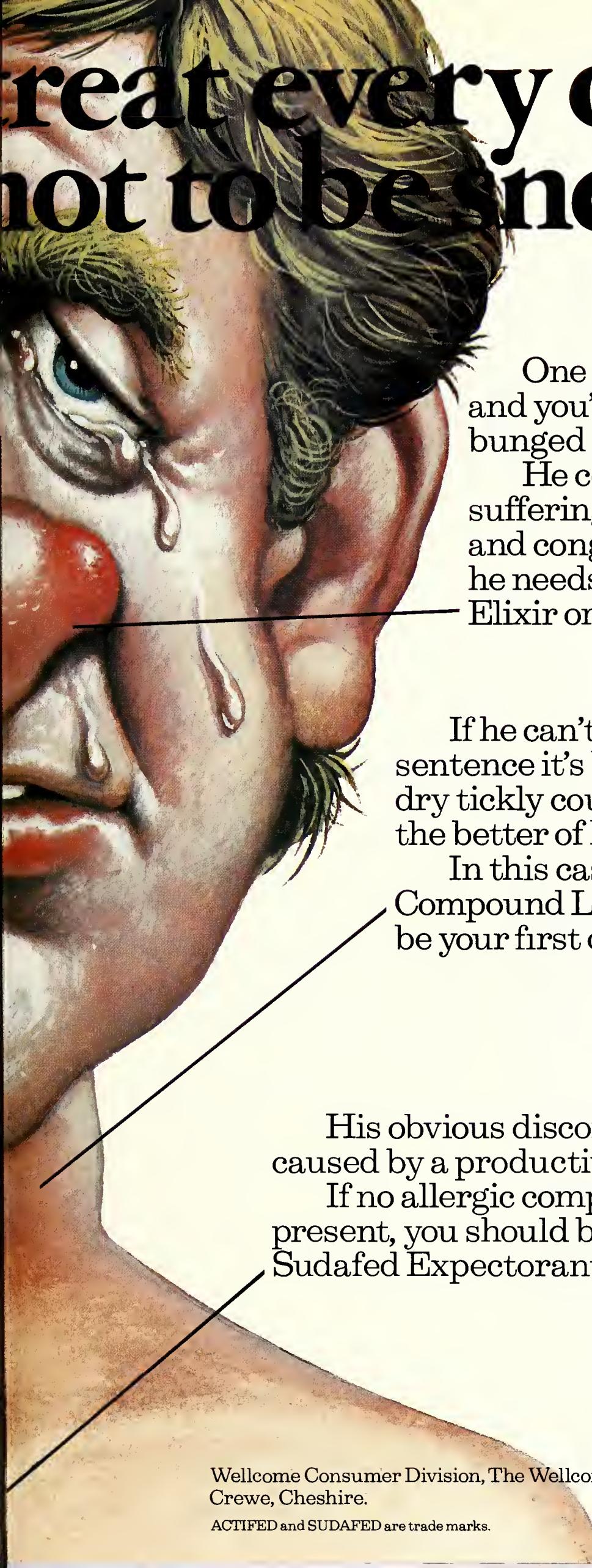
This time your customer is suffering from a wet chesty cough.

For fast relief you should counter-prescribe Actifed Expectorant.

ACTIFED Tablets and Syrup contain Triprolidine Hydrochloride BP and Pseudoephedrine Hydrochloride BP. ACTIFED Compound Linctus contains Triprolidine Hydrochloride BP, Pseudoephedrine Hydrochloride BP, and Codeine Phosphate BP. ACTIFED Expectorant contains Triprolidine Hydrochloride BP, Pseudoephedrine Hydrochloride BP, and Guaiphenesin BP.

SUDAFED Tablets and Elixir contain Pseudoephedrine Hydrochloride BP. SUDAFED-Co Tablets contain Pseudoephedrine Hydrochloride BP and Paracetamol BP. SUDAFED Expectorant contains Pseudoephedrine Hydrochloride BP and Guaiphenesin BP. Further information is available on request.

Great every one of not to be sneezed at.



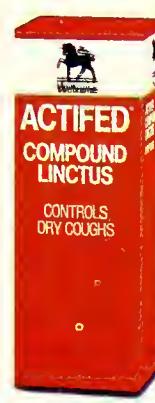
One look at the poor man's nose and you'll see he's completely bunged up.

He could well be suffering from catarrh and congestion. What he needs is Sudafed Elixir or Tablets.



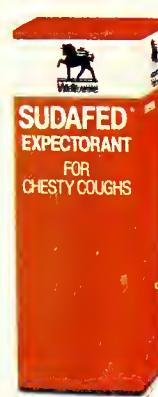
If he can't manage a full sentence it's because his dry tickly cough is getting the better of him.

In this case Actifed Compound Linctus should be your first choice.



His obvious discomfort is probably caused by a productive cough.

If no allergic components are present, you should be recommending Sudafed Expectorant.



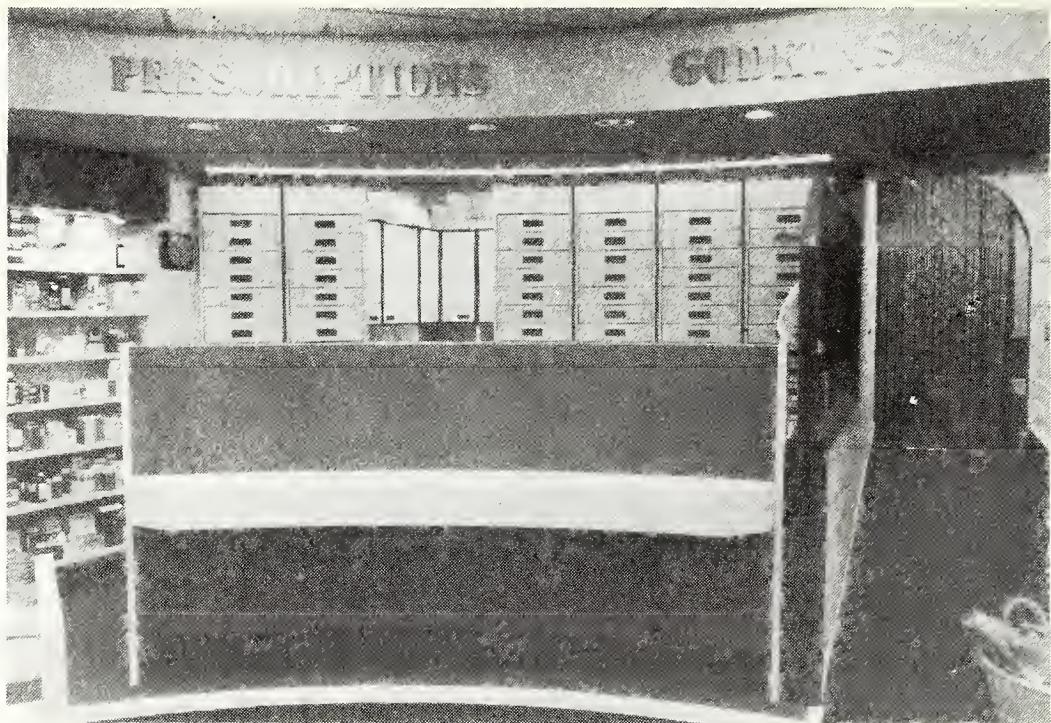
Godkins go for Link system

side and put them in the ethical." Mr Furey runs the front of the shop, but "will not interfere" with the dispensary.

Neither is Godkins missing out on the computer boom, having had a Link level 1 installed about four months ago. "We started talking to Vestric about a year ago and found them more helpful than our other major wholesaler — another reason was that Vestric were using PIP code. Computers are ten a penny at the moment, but I firmly believe we have to work with the wholesalers," says Mr Furey.

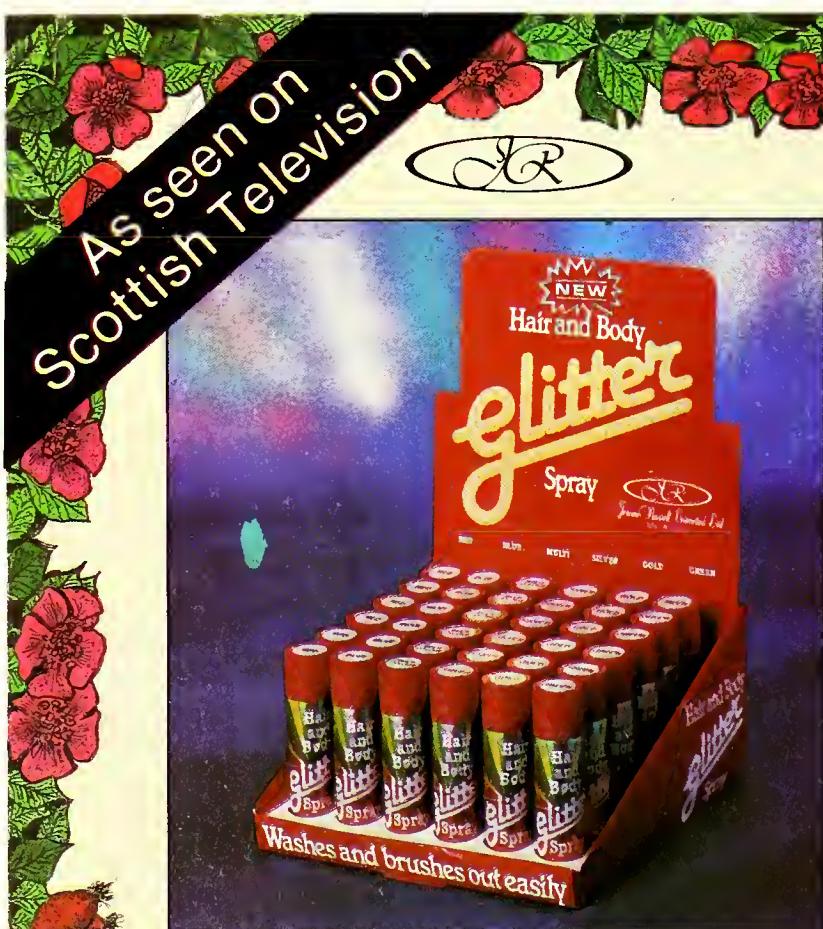
Both Mr Furey and his wife are satisfied with Link's performance. "Link pays for itself in discounts," Mrs Furey says. Her husband comments: "It's not just a question of Link paying for itself — it's a question of accessibility". He is also wanting to move on to Link level 2, and is becoming impatient with the delays. "Vestric are taking a long time to get it on line. We have been talking about it for a year and a bit. It was promised for April this year and it looks as if it will now be next year."

Further plans for expansion are also in the pipeline. A large area behind the



dispensary, with a small consulting room, is to be set aside for aids for the disabled, and truss fitting. Upstairs is an orangery, bought from a country house and fitted on to the balcony in the 1920s. It was then a popular tea room. Now restored, Mr Furey hopes to start it up as that again. Also planned, in rooms to the rear of the shop, is a beauty clinic, with treatment rooms and a "face place" for make up for special occasions.

A closer view of the dispensary. Separated from it by dark, polished wood railings, a passage leads to a rear sales area set aside for aid for the disabled. A range similar to that sold by Boots, including wheelchairs, is planned. A suspended ceiling and recessed lighting make the dispensary the focal point of the shop



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Photokina tightens its belt

Stanley W. Bowler gives his personal impressions of the latest photographic equipment, materials and techniques shown at the Cologne exhibition.

On this most recent occasion, the giant biennial photographic, motion-picture, audio-visual and *video* exhibition seemed to have a more commercial ambience about it. Major companies in the field no longer arranged lavish receptions and even the opening ceremony, as impressive as usual, with the president of the Federal Republic making the principal speech, was held on the evening prior to the actual start of the fair.

Without doubt the consumer side of the event was dominated by the introduction of the "disc" system and it was referred to at the opening ceremony by the chairman of the German Photographic Manufacturers Association. As might be expected, the Kodak organisation (there in force as usual and occupying the whole of hall 8) provided continuous presentations, using multivision techniques, on to a 180° curved screen.

The recently-introduced Kodamatic instant colour cameras were also vividly demonstrated against a colourful Hawaiian setting, complete with parrot — but not a real one! Kodak's latest surprise was a new 35mm colour-negative film with a speed of 1,000 ASA: this should place the company in the lead for some time to come. One sarcastic American technical journalist commented that it was highly likely that Eastman-Kodak would already have a 2,000 ASA version sitting on the laboratory shelves. The company also had a prospective disc development — to which reference will be made later.

The Fuji company of Japan (with an advertising airship cruising round over the city and exhibition) also showed specimens of disc film. No information was available about its time of introduction, nor were camera details obtainable.

However, two companies did exhibit disc system cameras. One of these was Hanimex with two models, the 320 and the 420, of which the former is the lower-priced without electronic-flash sensing. They are powered by two AA alkaline batteries, with an expected life of 10 to 15 discs, depending upon the extent to which flash is used. Somewhat surprisingly, Hanimex also offered a "Wet & Dry" underwater-housing (down to 4 metres)

for the Kodak model 4000.

The second company was Halina (Haking of Hong Kong) claiming to offer the largest camera range in the world. This was to be expected since Haking manufactured a wide range of 110 cameras that were often distributed as "own-label" brands. Six models were listed.

Nova have also introduced a new range of cameras designed for the Kodak disc film.

The basic Nova disc model, the 1000-X, features a fast f5.6 ultra-wide lens with weather symbol exposure control. In poor light 4-shot magicubes which fire without batteries are used. The 2000-EF has fast f4 lens and integral electronic flash. Exposure control is by cloudy / sunny weather symbols, but in addition there is an in-built low-light sensor which indicates when to use flash.

With the general recession in the photographic market, from which even the 110 system suffered, it is fairly safe to say that the "disc" system could go a long way towards helping a revival in consumer snapshotting. Kodak expect that more than 8 million Kodak disc cameras will have been shipped by the end of the year — already some 1,000 laboratories, world-wide, are fully equipped to deal with the processing of the films.

In the Federal Republic of Germany the recession in the photographic trade happened even more quickly than had been expected, with what had previously been stable markets in SLR and instant cameras showing a deterioration in turnover. Trends in processing prices for prints in the Spring of 1982 provided positive evidence. This sector accounts for more than 50 per cent of income trade.

Although commercial processing equipment steadily becomes more and more sophisticated, several manufacturers displayed small to medium units for disc processing so that the field is now adequately covered for a variety of rates of throughput. It was patently obvious at Photokina that the disc system was firmly established right from point-of-sale through to the customer's finished prints.

One British organisation which has exhibited several times in a solo position (as distinct from the British Photographic

photokina
photokina
köln
October '82
6-12

Export Group's joint BPEG venture) is Tudor Photographic with its "rose" symbol. On this stand, too, was seen a prototype of a proposed disc camera. The company, in addition to providing a commercial processing service (including disc from this month) also acts as a consultant and installation engineer for other laboratories world-wide — a unique service in this exhibition from the UK.

It is understood that Kodak have made freely available to other equipment manufacturers details of camera design — with the exception of the lens. This is a key factor, as will be realised, and on it (and on the excellence of commercial processing) will depend the successful outcome of the whole conception of this miniature format.

For the future

At previous exhibitions, some manufacturers have produced examples of equipment (not specifically designated as prototypes) which have never reached the market. These were shown to gauge the reactions of prospective purchasers and users. On this most recent occasion it was generally made clear that some products and systems were advance demonstrations.

One of these was the disc video display by Kodak, which the company is not committed to produce as yet. Basically, the device is a "black box" into which a disc is inserted and from which electronic signals are generated (from a multi-array chip) that can be displayed on a video-monitor (in what is usually referred to as a TV set) in colour, with enhancement of the colour as well as picture size and framing controls. When the signals have been recorded they can be used to produce a print with the desired shape and content by the processing laboratory. This is yet another development which will allow the user to view his disc negatives directly as a positive image on a domestic television screen without having to set up a projector and screen.

TV-style presentation was in use throughout the exhibition — one of the most massive was that on the Ilford stand, with several dozen screens, all showing the same picture, hammering home their messages. It was also used, in the professional sector, for showing conventional 2 x 2 slides by means of a television camera pointing into a normal projector. Generally, at this fair, there were more television screens than ordinary front-projection ones, confirming the organisers' claim that video is now an

Continued on p766



Our new slim
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SLIM. Take the Dimplex Supertronic in the picture. As you can see, it's slimmer than ever, making profitable use of space. And it's styled to be unobtrusive.

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So they can be fitted cheaply and quickly – often in less than a day. With little disruption to trade.

ENERGY SAVING. You'll find their running costs more competitive than ever, too. Thanks to low-cost night-rate electricity – and the latest control technology. The Dimplex Supertronic in the picture has an energy-saving temperature sensor which regulates its input charge automatically. All models have controls which give you economical warmth day and night – or a boost of heat if you need it.

NO REGULAR MAINTENANCE. If you thought all this would be expensive to maintain, forget it. Unlike any boiler system, our slimline heaters are designed not to need regular servicing.

All in all they offer a combination of low cost and high comfort that makes them one of the most cost-effective heating systems there is. Particularly in these lean times.

The Dimplex Supertronic is part of a range of efficient electric heating equipment our commercial heating specialists will be glad to show you.

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ff inches.
pounds.

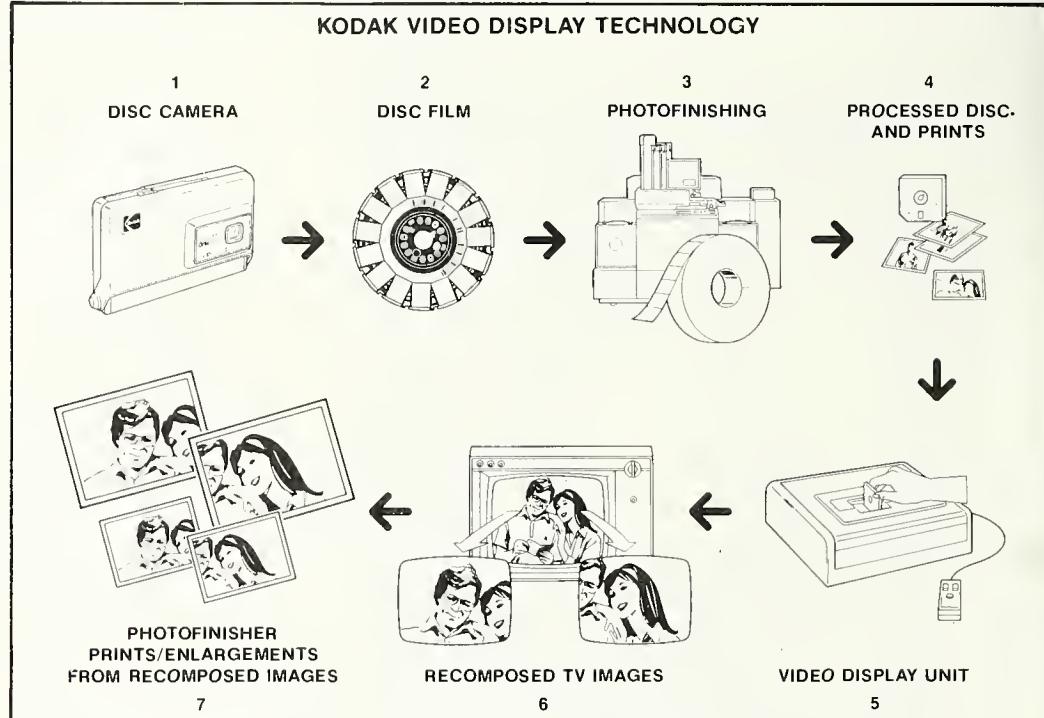
Continued from p763

'Instant' 35mm film soon from Polaroid

important part of the show.

In addition to the latest Kodak innovation — the Kodacolour VR 1000 colour-negative material — Polaroid also paid attention to 35mm. This company showed a new autoprocess transparency system: it is not expected that it will be available, though, until late next year. Nevertheless, it is worthy of mention as it comes very close to *instant* 35mm slide making. It was stated that one colour and two black-and-white transparency films will be produced — 12 and 36 exposure packings are to be made available, the smaller of the two enabling a short run of pictures to be made and processed as soon as it has been shot. The cassettes are conventional and can be used in any standard camera — the especially-pierced hole in the tongue of the film being the only difference from normal.

The "processor" is a black moulded light-tight container, into which the cassette is placed, together with a small carton holding a "pod" of developer and a transfer band of film. The tongue of the latter is mated with the tongue of the exposed film onto a take-up spindle, and the lid of the assembly closed. Pressure on a side lever locks the lid and breaks the developer pod. The two films are then drawn (by means of a crank) through pressure-rollers, squeezing the liquid between the films as they pass.



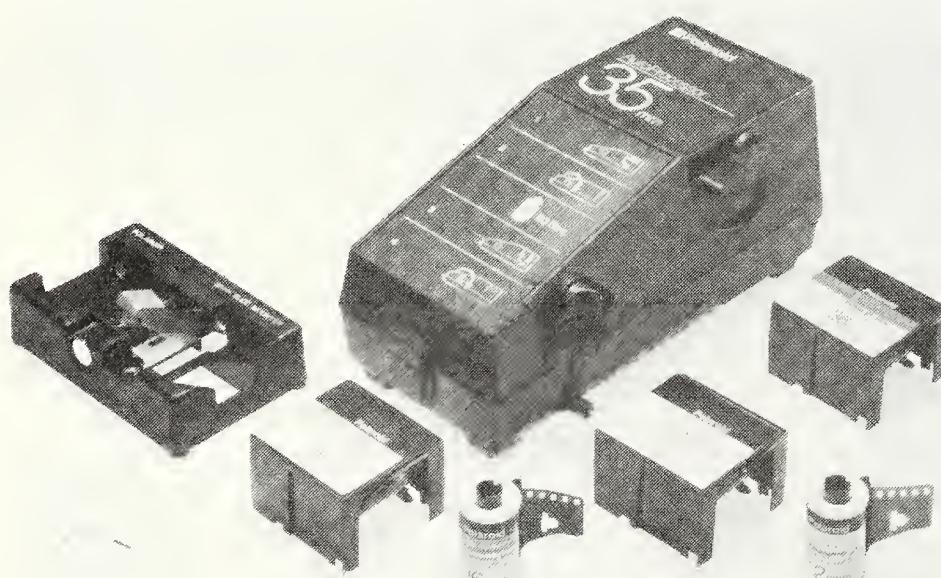
When processing is complete the two films are wound back into their respective cassettes. The processing carton is discarded as it is a "one-shot" process. The processed film, still in its cassette, is then put into the slide-mount. This is one of the neatest and most ingenious little devices that has been handled for some time and certainly makes mounting as simple as possible. The processed film does not need to be touched from the time it leaves the camera until it is in its mount.

The tongue of the film is eased forward by means of a small milled-edged wheel and the start of the first frame is cut with a built-in guillotine blade. An opened slide-mount is placed in an inclined tray at

the opposite end of the mounter and, when the milled wheel is again rotated, the film slides into place to a moulded stop in the mount. The hinged cutter is again used to separate the individual frame: the loaded mount is then taken out of the jig and hinged closed ready for projection. The whole operation takes less time to perform than it does to describe.

The company's aim is to market the new film(s) and the chemical carton(s) at about the same price as conventional materials: the only disappointment is that it may be some months before the new products and equipment are available on the UK market.

The general impression gained from this last Photokina is that the manufacturers of equipment and materials and the suppliers of services in the photographic field are poised for an onslaught on the consumer market in order to halt the current depression and to engender new business. It is also likely that amateur motion-pictures, super-8 for example, are not going to recover at all strongly (if at all) and that eventually video, in one form or another, will supersede them. ■



Polaroid's new Autoprocess 35mm system consists of one colour and two black-and-white transparency films; a compact, low-cost, manual processor; a slide-mount and easy-to-use slide mounts. The three new Autoprocess 35mm films are: Polachrome colour film, Polagraph HC black-and-white high-contrast film and Polapan CT black-and-white continuous-tone film.

Disc makes progress

Regency Film Services say they are now processing several hundred disc films per week following the September launch by Kodak. So far, "printability" has been 14.3 good-exposures from a 15-exposure disc. Already better than roll film, although slightly short of Kodak's predictions, Regency believe that the loss of the occasional frame is due to fogging when users have not closed the back of their camera correctly.

Dreamland

The Dreamland

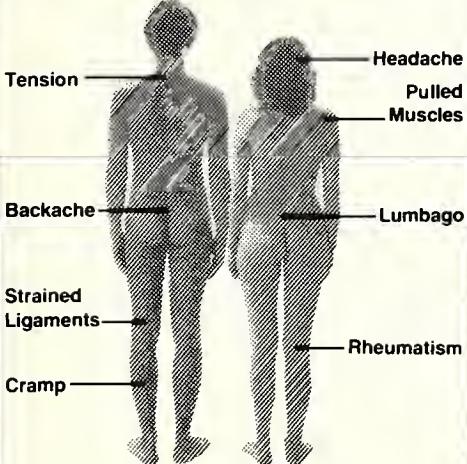
Heating Pad now only

£7.98* from BDC.

You'd naturally expect a chemist to provide the right answer to aches and pains. In the Dreamland Heating Pad you'll have a really effective solution that brings comforting relief where it's needed most.

As you know Dreamland electric blankets already outsell all other small appliances from now to Christmas. Now with the Dreamland Heating Pad heavily discounted as a BDC Price Buster at £7.98* you can really compete with the high street multiples and stock another volume seller too!

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Heating Pad

£7.98*

QUOTE: DLDDHP2

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giving relief from aches,
pains and tension.**



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THE ELECTRICAL
WHOLESALE

CD10/82

NPA confirms opposition to more Sunday trading

The National Pharmaceutical Association has confirmed its opposition to any relaxations in statutory prohibitions against Sunday trading. Last month's Board meeting held a lengthy discussion — prompted by *C&D*'s recent survey — during which it was noted that a private member's bill on the subject would probably have Government support. Board members pointed out the special nature of retail pharmacy which, unlike other branches of retailing, included a contractual requirement to remain open six days a week. Because of this, pharmacists would not be able to adopt a flexible system of opening, such as might be available to other retailers. The Board therefore decided to make known to the appropriate authorities its opposition.

□ *C&D*'s survey showed retail pharmacists against Sunday trading by almost four-to-one — this figure is based on final returns and is an even stronger reaction than we reported initially (*C&D*, September 4).

Mr C.D. Ross presented the report of the first meeting of the rural area pharmacy sub committee, which reiterated current NPA policy:

□ The one-mile limit in England and Wales should be abolished.
□ Doctors should be permitted to dispense only when patients would otherwise have unacceptable difficulty in getting supplies of medicines.

The Board decided that publicity was required to draw the attention of members to the need for a change in practice at the point-of-sale, ensuring that as a matter of routine, expiry dates on medicines are checked before products are sold. Because of the Medicines Act licensing provisions many products now carry expiry dates, not all of which are readily visible, and many stable products are being given a shelf life of only three years. Pharmacists and their staffs should be constantly on their guard.

In their capacity as CDA directors, Board members examined the question of CDA cover for ear piercing. In the light of the more widespread provision of this service in member pharmacies, the Board decided that claims arising from ear piercing would be included in the CDA cover provided.

Coin-in-slot blood pressure

The board agreed that NPA should promote to members the supply of coin-in-the-slot blood pressure machines, in view of the recent support from both pharmacists and the public for in-pharmacy BP screening.

Samples of prescription trays examined by the Business Services Committee were shown to the Board. The importance of making these available to members was underlined by the director,

Tim Astill, at the recent advertising regional meetings. The method of keeping prescription, dispensed medicine with label and container from which the medicine was dispensed, all together in one tray for checking by the pharmacist, was considered to be a safety-orientated and efficient procedure.

The Board was also informed that Medicards had been featured on BBC television and on the Jimmy Young radio programme. It also noted that *Drug and Therapeutics Bulletin* would again be made available at preferential subscription rates to members.

It was decided that PMI should offer to defray the cost of the 1983 British Pharmaceutical Conference badges, on the condition that the badges were of good quality. The director reported that the Conference organising committee had decided not to run an excursion to St. Albans as part of the official programme, but had suggested an unofficial trip on the day after the closing session. It was agreed to adopt the suggestion provided sufficient support was forthcoming.

FIP Copenhagen

The NPA had been represented at the FIP Congress in Copenhagen by the chairman, the treasurer, Mr Worby and senior staff of the NPA information department.

In his report, Mr A.L. Creed pointed out the similarity in the themes presented in Copenhagen and at the BP Conference Edinburgh. "The themes of both the Copenhagen and Edinburgh conferences reflected the radical change in emphasis arising from the community pharmacist's move from the dispensary bench to the counter. In this respect many of the familiar problems of the UK were shared by other countries despite marked differences in structure of the professions from one country to another. In Denmark, for example, there was still a great deal of manufacturing and quality control in the dispensary, whereas in the United States this was largely in the hands of the manufacturer and new methods of communication such as the use of television were being widely exploited to inform the public.

"It was noted that the final year speciality in community pharmacy at the Danish school of pharmacy was "distribution and information," thus emphasising the provision of information as an indispensable aspect.

"To sum up all that was said, *all* the communicative links the pharmacist makes in his profession must be examined: this means not only the obvious ones with the patient and the doctor but with all members of the health care team, Government and media. Secondly, *all* the methods used to communicate — oral and written, must be

studied. Thirdly, these methods must be improved by educating both the public and pharmacists at all levels, starting in the schools."

The overall message was that general practice pharmacy is unique in its accessibility to the public. This must be exploited more effectively by pharmacists in as many ways as possible, the main route being by actively pursuing clinical pharmacy in community practice, especially by the provision of up-to-date and comprehensive information.

Vacancies in Leeds

There is a new opportunity for members to join the National Pharmaceutical Association training group in the Leeds area. The group was established a year ago and the vacancies arise from changes of ownership of pharmacies in the area.

Those who joined the group have found it most useful, and it has given their staff several interesting training sessions on a range of subjects, says a recent circular letter. Half-day sales assistant training courses planned for the remainder of the year include merchandising and display on November 4, and haircare in the Spring. A session for pharmacists by a tax expert is also planned for the spring. Those interested in joining should contact Mr A. M. Jones, 24 Kirkstall Lane, Leeds LS5 3BH (telephone 0532 785559).

Legal proposals for French pharmacy

The French Health Minister, M. Jack Ralite, is to make new legal proposals affecting pharmacy.

One of the aims will be to reassess the pharmacist's activity and professional and social role. The proposals will be based on an official report produced by Senator Frank Sérusclat and on consultations with members of the pharmaceutical profession.

Last Friday's issue of *Le Matin de Paris* also reported that the pharmaceutical industry, medical unions and the medical Press in France are uniting against government proposals to introduce a 4 per cent tax on the industry's advertising and promotional expenditure. The proceeds would benefit medical insurance schemes.

The medical Press, which is financed mainly by drug company advertising, fears that the tax will lead to a reduction of 10-12 per cent of its income. The industry is pleading that medical promotion is an indispensable dialogue between the companies who make the drugs and the doctors who use them and does not wish to be the "executioner" of some 10,000 medical representatives or the medical Press.

**BONUS
OFFER**
Last few weeks

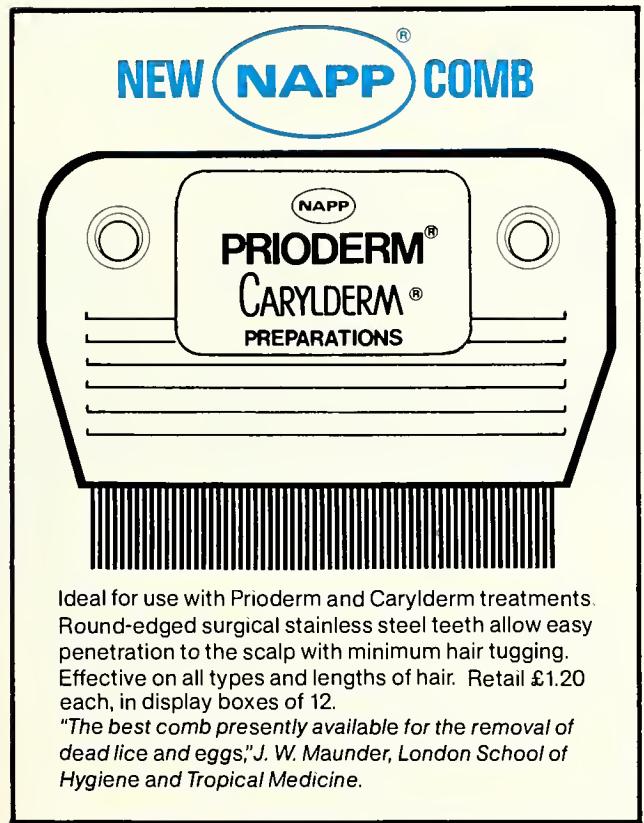
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PRIODERM[®]
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the fast effective treatment
for hair infestation

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the cosmetic treatment for hair infestation

Special offer ends 29 October 1982

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'Swag' — the blame lies at the manufacturers' door

Further to the article on parallel imports in the perfumery industry (C&D October 16), the following are my own observations, obtained mainly first-hand from personal experience — though for obvious reasons I must write anonymously.

There are distinct parts to retailing French fragrance — department stores, multiples (chemists, drug stores and perfumeries) and the private man with one, two or three outlets. For a private man to break into this market legitimately is very difficult and costly. Stores can open up with full French fragrance departments with no difficulty, and experience a monopoly trading position. On many occasions an individual trader may have a sole franchise for an area, only to find suddenly a multiple opening up and being given franchises for the same products — even if demand does not justify this.

Many stores value their trading policies — such as "never knowingly undersold", — and faced with price-cutting of a franchised product from the "swag" trade will match this price. If competition is too severe they will withdraw the product from the shelves and go "out of stock". Reaction from the franchise company — "Generally we have no control over the pricing policy in stores."

An individual trader faced with the same problem will undoubtedly be closed by the franchise. So immediately we see two unfair trading practices against the individual trader.

'Exclusive' promotions

How many times have you seen an "exclusive to store chain X" promotion appear eventually on the "swag" market, and heard of perfume company Y give chain Z 50 per cent credit for excess Christmas stock — only to find these stocks ending up in the "swag" trade? We have even received stock with the price tickets of one multiple still in the box — 12 per box waiting to be placed on the stock for sale.

It is a fact that the stores and multiples exert tremendous power over the fragrance companies — but at the same time, many of them are too concerned with cash flow, etc, and are the perfumery company's worst enemies by creating untold quantities of "swag". If it doesn't sell — "swag" it!

Some retail multiples now feel that an alternative source of revenue and improved cash flow can be created

through buying excess stock on extended credit and selling a portion off to the "swag" trade at a "cost plus" price for a cash settlement. They are gaining on two counts: ready cash to improve cash flow, and extra discount of 2½-10 per cent enjoyed by most multiples — which is usually taken as profit.

How many individual traders receive an extra 10 per cent discount from their perfumery houses?

These practices, however, generate a substantial amount of stock ("swag") for the home market. No doubt similar practices occur worldwide and entrepreneurs have realised this and established very strong links there, providing an abundance of "swag", sold wherever most profit can be made.

Duty free

Duty free is another area where "swag" becomes readily available — many duty free shops in Europe have large volumes of French fragrance on their shelves most of the time, and especially before Christmas — including Chanel, Givenchy, Rochas, Ricci, Dior, Worth, etc. No doubt duty has been paid and everything is quite legal — prices are not very competitive compared with the British wholesale price, but are attractive enough to generate large volume sales. However, I do not hear of the perfumery houses closing these large accounts — because they account for too large a portion of business. Once again fear is being shown by the perfumery companies.

For too long business has been geared up to the "numbers game". If a managing director in Belgium, for example, is down on sales, a quick-selling venture into the "swag" market rectifies this and head office is happy. The retailer faced with this "swag" complains to the British managing director, but is told there is nothing he can do to help — the stock has

If you can decipher this as Betaloc, then better luck to you too

18p
Better luck, 10s
60 16d
Betaloc.

come from Belgium, or America, or . . .

I would contend that the industry is very, very sick, and the long established "numbers game" has created this. In fact we should have been handling a prestige product, developing its charisma from its limited distribution. Much of the blame must be laid at the door of the individual perfume company for not keeping its own house in order.

The most important question must be asked of the perfume company of a piece of "swag": Is this product genuine? If it is, then it has been manufactured by themselves. Limited distribution should imply just that, and only the perfume company can take the blame if a product it manufactured and sold eventually ends up in the "swag" market. Perhaps much greater emphasis should have been given to the individual sole trader who would have jealously guarded his agency rather than the totally department store multiple marketing which has occurred and which has led to monopoly trading positions.

There has to be a quick movement away from the "numbers game"; the market is depressed and we cannot all sell last year's volume plus 10 per cent. Big is not beautiful — small may be better. There has got to be a working partnership between the company and all retailers: removal of excess merchandise at full credit, strict control of stock etc — a partnership deserving of a prestige product.

The selling of fragrance is a very emotive subject and I, like other so-minded people, hold many views. However, I now feel that perfume is being marketed like hair spray.

North Country Independent,
Many similar points were made in an article, "The rise and fall of the swagman," published in C&D January 2, p14—Editor.

Filling in the dental facts

I am delighted to see that Xrayser welcomes Gibbs' efforts to improve dental hygiene with the launch of the new dental care brand, Mentadent P (C&D, Counterpoints September 18, p478).

I agree, the fact that 91 per cent of the population have some symptom of gum disease is surprising, but it is a fully accredited figure. It comes from the Government sponsored survey conducted by Professor J.E. Todd *et al*, called "Adult dental health survey" (part 2, published 1982) and refers to all symptoms, including swollen gums and bleeding, all of which are early indications of gingivitis.

This is the reason that the profession is now saying more teeth are lost through gum disease than tooth decay, so do please publicise the facts and help the cause of dental health.

David Brech
Dental Group Manager,
Elida Gibbs Ltd.

Now take a big fat bite out of the £260m. low calorie market.

The Slender Low Calorie range goes national—introduced through chemists only!

With so many health-conscious customers around, it's a golden opportunity to profit from this huge low calorie market. The Slender range offers 4 instant soups, 2 instant desserts, and the

first ever slimmers' hot chocolate drink.

In test, the Slender Low Calorie Range created a new business sector for chemists.

Exciting advertising in women's magazines will give it national lift-off.

Stock up now: remember, only chemists can!



Slender low calorie range. Delicious tastes at up to half the calories.

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Code	Product	Normal trade price (exc. VAT) Each	Special trade price* (exc VAT) Each	Promotional retail price (inc. VAT) Each
R9.222	RR Dual Scale Easy Read Thermometer	0.83	0.67	£1.02
R9.230	RR Clinical Stubby Thermometer °F	0.64	0.56	0.86
R9.231	RR Clinical Stubby Thermometer °C	0.64	0.56	0.86
R9.232	RR Clinical Dual Scale Thermometer	0.64	0.56	0.86

*On orders of 1 dozen or more.

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MAWDSLEY-BROOKS, WEST BROMWICH
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Vestric Link — no level 2 until January '83

Vestric's Link level 2 will be on the market by next January. Mike Dunk, special projects manager, blames the delay on problems with hardware supply from manufacturers, Grundy.

Level 2 of the system was planned for introduction this Autumn (*C&D*, September 11 p446), and would have been

ready then had the hardware been available, says Mr Dunk. Demand for level 1 had exceeded expectations and more effort had been put into the project than originally planned. Over 1,000 units have been ordered since last November, and a backlog of 4-5 weeks of orders built up. Mr Dunk expects to clear this within

the next month.

There has been a tremendous amount of interest in level 2, he says, and Vestric have been promised prototypes for mid-October — the software is just a week or so away from completion. Details for the launch are as yet undecided, although a countrywide showing of the equipment is planned.

Mr P. Hole, manager of Vestric's Bexhill branch, was demonstrating the level 2 system (exhibited at Chemex) in Tunbridge Wells recently. He has 30 customers already using level 1 and is looking for a 50 per cent take up of Link among customers in his area (60 units). "The way we have got to get it in is on a cost effective basis," he says. About three-quarters of present Link users are interested in level 2, he estimates.

More Business News overleaf

ICI to leave Millbank HQ

ICI are to vacate their administrative headquarters at Millbank, London SW1, due to planned changes in the role of the board. The main board will in future concentrate on overall group policy, rather than the day-to-day operations of the divisions. The present large headquarters will therefore no longer be justified, and the board's support staff can also be reduced. While some job loss will result, the group is hoping that this can be achieved without enforced redundancies among the 1,000 staff at Millbank.

Up to 250 jobs will be transferred to ICI's existing offices in Welwyn Garden City, while some 25 will go to the group's premises at Northwich in Cheshire. A reduced support staff for the board will be drawn from the remainder.

Details of the changes have yet to be finalised, and remain subject to consultation and negotiation. The board will transfer to smaller London headquarters, the location of which has yet to be decided. The move will commence in 1983, and completion is expected the following year.

Top 5 take 33 pc of medicine sector

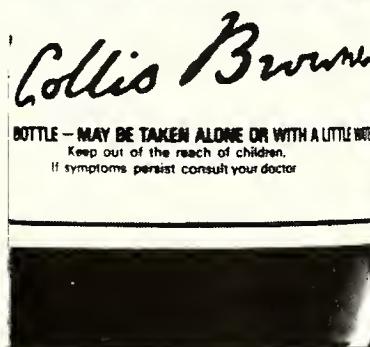
Retail sales in the medicine and toiletries sector are estimated as reaching £2,753m in 1980, according to Department of Industry magazine *British Business*. Some 33 per cent, or £912m, of this is attributed to the top five companies, while the big ten's share is put at 37.3 per cent. Total retail sales for the year are estimated at £58,484m, with the top five accounting for 13.2 per cent, and the top ten 21.4 per cent. Across all sectors, the top five companies take a median level of 25 per cent, while the largest ten companies are credited with 35 per cent.

Diarrhoea goes fast with COLLIS BROWNE'S MIXTURE



Collis Browne's
Mixture

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**Collis Browne's
Mixture**

ANOTHER GUARANTEED PRODUCT
FROM INTERLABS

BOC buy into US medical co

BOC Group are to buy the home health care business of Glasrock Medical Services, who provide oxygen delivery systems for home use in the USA. America is showing increasing demand for these kits, due largely to growth in the prescription of oxygen for certain illnesses and the high cost of hospitalisation there. Acquisition cost is \$85m, bringing BOC's total investment in Glasrock to \$130m. They are also increasing their share in Glasrock associate Mountain Medical Equipment to 52 per cent.

New research awards from Pfizer

Pfizer are to introduce a new range of awards, including one for pharmaceutical work, to support young scientists carrying out research into new animal or human health drugs in British universities.

Up to six awards will be given annually, each with a value of £1,500. The awards are not open to application, all selections being made by a panel of Pfizer scientists working in consultation with senior academic advisers.

Individual awards may be renewed for a second year at the panel's discretion. Two awards will be given in organic chemistry and biology and one each in pharmaceutical sciences and veterinary research. Names of winners will be announced each Spring, starting in 1983.

"Pfizer research is entering a new phase of expansion" says European research director Dr Ian Wrigley, "and we feel it is particularly important to give further encouragement to University research at this time."

More chemical failures in '82

Business failures in the chemical industry increased during 1982, according to the latest survey from business information analysts Dun & Bradstreet. A total of 130 companies in the sector "went under" in the first nine months of 1982, an increase of 9.2 per cent over the same period last year.

The third quarter showed a slight improvement, however, with the number of failures falling to 44 from the previous quarter's 47. Over one third of these 44 closures were in the London and South East region.

Total company liquidations in England and Wales reached 8,449 in the first nine months of 1982, a 36 per cent increase on the previous year; 2,889 of

these took place in the third quarter — a rate equivalent to 233 liquidations per week.

Bankruptcies among firms, partnerships and individuals also rose, to reach 4,263 in the first nine months of 1982.

Commenting on the statistics, Dun & Bradstreet director John Dawson warns: "The continued increase of failures is a sign that many businesses are simply not able to generate sufficient profits to survive. Suppliers of goods and services face the increasing risk of bad debt unless greater attention is paid to the financial strength of customers old and new."

More labelling R&D needed

Companies involved in pressure-sensitive labelling should not expect a return to the meteoric growth in demand which their products enjoyed in the 1970s, according to a survey recently conducted among over 100 end users, suppliers and competitors by the Harland Group. A steady growth of some 2-3 per cent may, however, be maintained during the 1980s through advances in application methods and the associated technology.

If confidence in pressure sensitive systems is to be retained, companies in the field must therefore be prepared to make the necessary commitment in terms of expertise and R&D resources. Harland's survey was conducted across a wide range of end-user industries including pharmaceuticals, cosmetics, toiletries, food, retailing and electricals. The survey was thus able to give fairly precise information on specific industry groups, enabling Harlands to establish the differing requirements of their main end user markets. The pharmaceutical industry, for example, emphasised the

importance of product security in container marketing, while cosmetics and toiletries users considered brand image more crucial.

EDANA guide

The European Disposables and Nonwovens Association has issued recommendations for packaging of baby napkins, which have been sent to all manufacturers in Western Europe. The voluntary recommendations include, expression of the weight of baby a napkin will accommodate, a warning to keep polythene bags containing napkins away from babies and children, and an indication of country of origin.

Briefly . . .

■ The British Overseas Trade Board's South East regional office will move to Ebury Bridge House, Ebury Bridge Road, London SW1 on October 30.

■ Graesser Salicylates Ltd have changed their name to Graesser Laboratories Ltd. This change is intended to reflect a switch in the emphasis of their business towards speciality products and custom synthesis.

■ Ets Gattefosse, French manufacturers of cosmetic raw materials, have produced a new French formulary which is available in the UK. Copies are available free from Alfa Chemicals Ltd, Broadway House, Shute End, Wokingham, Berks RG11 1BH (tel: 0734 792566).

■ Counter Products Marketing Ltd have been appointed to handle in-store merchandising for Wilkinson Sword's shaving division. CPM, who are based in Thame, close to Wilkinson Sword's High Wycombe marketing headquarters, will field a team of up to 80 merchandisers and supervisors.



Over 200 Unichem members departed from Heathrow and Manchester last weekend for Unichem's 1982 pharmaceutical convention in Cyprus. Shown here is the Heathrow contingent. The conference was officially opened on October 18 by Mr Eftichios Kkolos, director of pharmaceutical services for the Cyprus Minister of Health

COMING EVENTS

Ag and vet lectures in Belfast

A series of lectures has been organised by the agricultural and veterinary pharmacists group of the Pharmaceutical Society of Northern Ireland. They will take place on each Wednesday in November in the Society's lecture hall at 73 University Street, Belfast, at 8pm. All pharmacists are invited to attend.

November 3: "Vaccines in veterinary use", by Dr R. M. McCracken.

November 10: "Correct use of anthelmintic drugs in cattle and sheep", by Dr S. M. Taylor.

November 17: "Some guidelines on counter prescribing for small animals and pets", by a vet in general practice.

November 24: "Ralgro as a growth promoter," by John Everett.

Scottish pharmacists in conference

The conference of Scottish pharmacists will take place at the Coylumbridge Hotel, Aviemore, November 20-21. A dinner dance on Saturday night is followed on Sunday by seminars on the problems to the patient of adverse drug reactions, adverse reactions and the community, and the MacMorran lecture — Information technology 82.

Cost for residence (including dinner dance and Sunday conference) is £32, Sunday only is £12 and the dinner dance is £10 per person. Extra nights at the hotel and reduced rail fares are available. Closing date for applications is November 5. Details from *Assistant secretary, Scottish Department, Pharmaceutical Society, 36 York Place, Edinburgh EH1 3HU (telephone 031-556 4386)*.

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When British Drug Houses Ltd came into existence in the first decade of this century it was described by *C&D* as "an establishment unique in the history of British pharmacy."

The history of the enterprises brought together as BDH by Charles Alexander Hill — to a significant extent, the history of the wholesale drug trade in Britain — will be discussed by Mr G. D. Hopkinson at a joint meeting of the British Society for the History of Pharmacy and the Pharmaceutical Society at 1 Lambeth High Street on November 18 at 7pm.

Monday, October 25

North Metropolitan Branch, Pharmaceutical Society, Coram Lecture Theatre, School of Pharmacy, at 8pm. Dr M. W. Annear on "Dreams and psychology". Introduction of committee to the pre-registration students.

Tuesday, October 26

Croydon Branch, Pharmaceutical Society, Medical centre, Mayday Hospital, at 8pm. Dr J. de Louvois on "The newer antimicrobial agents".

Wednesday, October 27

Industrial Pharmacists Group, Pharmaceutical Society, 1 Lambeth High Street, London, at 4pm. Meeting on "Novel aspects of drug administration" followed by R. P. Scherer award presentation.

Thursday, October 28

Birmingham Branch, Pharmaceutical Society, Keys Dining Club, Margaret Street, Birmingham, at 8pm. Dr M. A. Tongue, Senior Casualty Officer, The Children's Hospital Birmingham, on "Poisoning in children".

Bradford and Halifax Branch, Pharmaceutical Society, Victoria Hotel, Bridge Street, Bradford, at 8pm. Mr Marshall Gellman, chairman Board of Management, on "Can pharmacy exist as a retailing profession in the community?"

Hull Pharmacists Association, Hull Royal Infirmary, at 7.30pm. Visit to clinical chemistry and micro-biology departments.

Northern Scottish Branch, Pharmaceutical Society, Postgraduate medical centre, Raigmore Hospital, Inverness, at 7.45pm. Miss J. Laidlaw, medical education department, Ninewells Hospital, on "Information to the patient".

Advance information

Lancaster and Morecambe Branch, Pharmaceutical Society, Conservative Club, Church Street, Lancaster, November 4 at 7.30pm. Working dinner, with guest speaker Mr C. Hitchings, Vice President, Pharmaceutical Society. Details R. W. Harrison, "Tresanton", 2a Rydal Road, Lancaster. Telephone (0524) 61143.

United Kingdom Clinical Pharmacy Association, Whitchurch Hospital, Cardiff, on November 17. Workshop on "Practical pharmacokinetics" designed for ward pharmacists. Members £14, non-members £24. Details from Mr A. Cullen, 55 Hartington Way, Mickleover, Derby DE3 5BH.

MARKET NEWS

Spices continue firmer trend

London, October 19: The upward trend in the quotations for spices which began in the middle of the year is now well established. During the past week cloves rose by £200 metric ton on the spot, Cochin ginger was up by £50, black pepper by £25 and turmeric by £25. The shortage of chillies (last week's report) continues and they also were dearer. Only pimento was lower with the spot price at the level obtaining in May. Among aromatic seeds offers for cumin were resumed but at a level of £100 metric ton higher than previously.

There were few changes in essential oils during the week as business remained quiet despite a further cut by the banks of their base lending rates. It was possible that buyers were waiting to see what kind of prices were being asked by the Chinese shippers at the Canton Fair which has just opened. Attention is expected to be focussed on cedarwood oil which has not been offered for shipment for some time. Meanwhile spot cedarwood and bois de rose in the cif position were dearer. Lower were patchouli, petitgrain and spearmint.

Chief feature of the botanical section was a substantial fall in cif rate for gentian root. Capes aloes, benzoin and Canada balsam were also easier.

Crude drugs

Agar: Spanish £7.40 kg spot.

Aloes: Cape spot unquoted; £1,360 metric ton, cif. Curacao spot or cif.

Balsams: (kg) **Canada**: No spot; £18.55, cif. **Copaiiba**: Spot £4.20; £4.10, cif. **Peru**: £9.10 spot; £9.30, cif. **Tolu**: Spot £5.30.

Belladonna: herb £1.10 kg spot; £1.14, cif; leaves £1.14 kg; £1.80, cif; root no spot; £2.34 kg cif.

Benzoin: £132 cwt, cif.

Camphor: Natural powder £10 kg spot; £9.85, cif. Synthetic 96% £1.42 spot; £1.30, cif.

Cardamoms: AGN £6.90 kg, cif.

Cascara: £1,365 metric ton spot; £1,385, cif.

Cherry bark: No spot; £1,580 metric ton, cif.

Chillies: Chinese Fukien rice grade £2,000 metric ton; powder £1,050 per metric ton spot.

Cloves: Madagascar £6,400 metric ton spot £6,100, cif.

Cochineal: (kg) Tenerife black brilliant from £28.20 spot; £16.50 forward.

Dandelion: No spot or cif.

Gentian root: No spot; £2,600 metric ton, cif.

Ginger: Cochin £1,000 metric ton spot; £1,050, cif. Jamaican No. 3 £1,950, cif, nominal; Nigerian split £550 spot; Indonesian £550 spot.

Henbane: Niger £1,470; metric ton spot; £1,500, cif.

Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light ambers £710-£720; medium ambers £615-£625; Canadian £1,050; Mexican £810; Russian £745 in churns of 50kg net.

Hydrastis: Spot £29.65 kg; £29.80, cif.

Ipecacuanha: unquoted.

Jalap: Brazilian unquoted.

Kola nuts: £235 metric ton spot; £245, cif.

Lanolin: BP grade £1.05 kg in 1 metric ton lots.

Lemon peel: £1,900 metric ton spot and cif.

Liquorice: Root, £650 metric ton spot; £660 metric ton, cif.

Block juice £1,400 metric ton spot; spray-dried powder £1,900.

Lobelia: European deer at £6.70 kg, cif.

Mace: Grenada unsorted £4,200 metric ton, fob.

Menthol: (kg) Brazilian £6.85 spot; £6.60, cif. Chinese £6.30 spot; £6.40, cif.

Nux vomica: No offers.

Pepper: (metric ton) Sarawak black £890 spot, \$1,275, cif; white £1,325 spot; \$1,600, cif.

Pimento: Jamaican £1,350 metric ton spot; £1,325, cif.

Podophyllum: Unquoted.

Quillaja: Spot £1,095 metric ton; £1,085, cif.

Sarsaparilla: £3,365 metric ton, c.i.f.

Seeds: (metric ton, cif). **Anise**: China star £2,400. **Celery**: Indian £800. **Coriander**: Moroccan £360. **Cumin**: Indian £1,250. **Fennel**: Chinese £900. **Fenugreek**: Turkish £260; Indian £275.

Senega: Canadian £9.80 kg, cif; no spot.

Senna: (kg) spot Alexandria pods hand-picked from £1.80 upwards; manufacturing £0.58 Tinnevelly faq leaves £0.53; pods, faq £0.48; hand-picked £0.55.

Squill: Indian white £340 metric ton, cif.

Styrax: Turkish natural £5.40 kg spot.

Turmeric: Madras finger £525 metric ton spot; £500, cif.

Tonquin beans: £7.10 kg spot; £7.30, cif.

Valerian: European unquoted. Indian, no spot; £2,070, cif.

Witchazel leaves: No spot; £2,500 metric ton, cif.

Essential and expressed oils

Almond: Sweet in 4-ton lots £1.75 kg duty paid.

Anise: (kg) Spot £12; £11.50, cif.

Bay: West Indian £10 kg spot; £9.90, cif.

Bergamot: £22 kg spot.

Bois de rose: £9 kg spot; £8.50 cif.

Buchu: South African £110 per kg spot; English — distilled £130.

Cade: Spanish £1.90 kg spot.

Camphor: White £1.20 kg spot; £1.10, cif.

Cananga: £25.60 per kg spot; £25, cif.

Cardamom: English-distilled £120 kg.

Cassia: Chinese £52.50 kg spot £51, cif.

Cedarwood: Chinese £4.80 kg spot; unquoted, cif.

Cinnamon: Ceylon leaf £3.30 kg spot; £3.25, cif; bark English-distilled, £155.

Clitronella: Ceylon £2.20 kg spot and cif. Chinese £3.25 spot; £3, cif.

Clove: Indonesian leaf £2.40 kg spot; £2.25, cif. English distilled bud £57 spot.

Eucalyptus: Chinese £2.90 kg spot; £2.75, cif.

Fennel: Spanish sweet £7.50 kg spot; bitter £7.40.

Geranium: Bourbon £25 kg spot and cif.

Ginger: Chinese No offers spot; 15kg, cif, English, distilled (ex W. African root) £78; ex Indian £85.

Lavender spike: £12.55 kg.

Lemon: Sicilian best grades about £14 kg in drum lots; Other sources from £12.

Lime: West Indian £13.50 kg spot.

Mandarin: £18.50 kg spot.

Nutmeg: East Indian £8.80 kg spot; £8.40, cif, English distilled £15.

Olive: Spanish £1,817 per metric ton in 300-kg drums ex-wharf, EEC origin £1,475.

Orange: Florida £0.80 kg spot; £0.75, cif.

Origanum: Spanish 70 per cent £19.25 kg.

Patchouli: Indonesia £24 kg spot; £23, cif.

Pennyroyal: From £5 per kg, cif.

Pepper: English-distilled ex black £140 kg.

Peppermint: (kg) Arvensis — Brazilian £7.50 spot and cif. Chinese £3.90 spot; £3.70, cif. American piperata £13.

Petitgrain: Paraguay £7.40 kg spot; £6.75, cif.

Rosemary: Moroccan £6.80 kg spot; Spinach £8.45.

Sage: Spanish £1.7 kg spot.

Sandalwood: Spot Mysore £63 kg. East Indian £62 kg.

Sassafras: Brazilian no spot; £2.35 kg, cif.

Spearmint: Chinese £9 kg spot; £8.50, cif. American from £12.50 spot.

Thyme: Red 45-50% £19.80 kg spot. 50-55% £22.75.

Vetiver: Java £22.50 kg spot; £22, cif.

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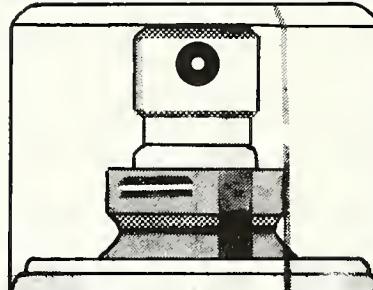
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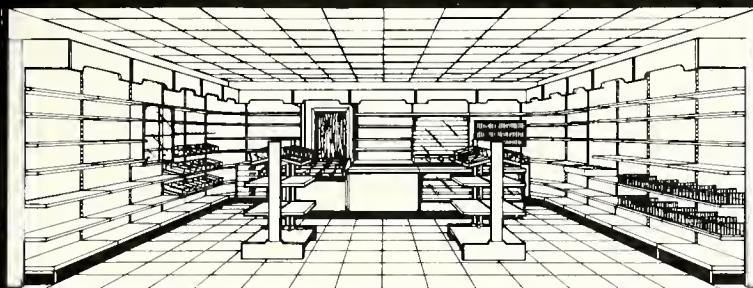
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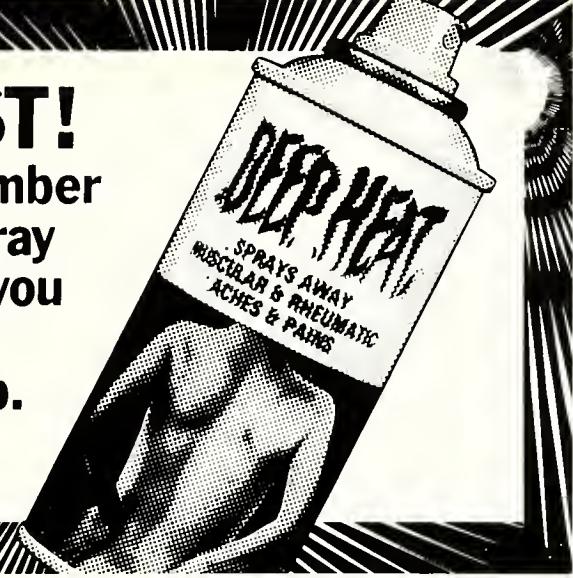
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Vaccination

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Vaccination — the 'why', 'when' and 'wherefore'

The recent controversy over whooping cough vaccination has focussed attention on the whole issue of immunisation. This article outlines the latest official thinking on which vaccinations should be offered to whom and when.

One major change in policy in recent weeks has been to offer whooping cough vaccination to unvaccinated children aged four and five. Previously vaccination was offered only to children aged three and under.

This decision results from concern about the increasing incidence of whooping cough. By the beginning of September there had been over 30,000 cases of whooping cough compared with less than 10,000 a year in the mid seventies. Last month the Department of Health launched a £230,000 campaign on television and in the national Press to encourage parents to get their children

immunised.

Parents 'urged' ...

Urging parents of unvaccinated children under six to seek vaccination Mr Norman Fowler, Secretary for Social Services, said that the incidence of the disease was likely to remain high over the winter months, and three months were needed for the course to become fully effective. The first injection could be followed a month later by a second which conferred some immunity although three injections were needed for full protection.

"When vaccination levels were high

the number of older children susceptible to the disease was relatively small but as a result of six years of low vaccine uptake there are now a considerable number of susceptible children over the age of three years," he warned. "These children are not only themselves at risk but put younger brothers and sisters, particularly babies, at risk of serious complications from the disease."

Vaccine uptake

Uptake of whooping cough vaccine reached a low of 31 per cent in 1978 but had risen to about 45 per cent by last year, a figure which in Mr Fowler's opinion was "still not good enough".

According to the Joint Committee on Vaccination and Immunisation, a number of studies have shown that a full course of vaccine confers protection in over 80 per cent of the recipients and that the severity of illness is less in those who contract the disease despite immunisation. The risk of an unvaccinated child contracting the disease is between 1 in 16 and 1 in 30 and that of a child dying is 1 in 3,000. The risk of irreversible brain damage from whooping cough vaccination is estimated

Continued overleaf

at about 1 in 100,000 children given a full course of three injections.

Vaccination has little to offer in managing localised outbreaks as it is too late for active immunisation to protect susceptible contacts.

Vaccination should not be given to children with a history of cerebral irritation or damage in the neonatal period, or who have suffered from fits or convulsions, or who have a history of any severe local or general reaction to a preceding dose. There are certain children in whom vaccination is not absolutely contra-indicated but who need special consideration; these are children whose parents or siblings have a history of idiopathic epilepsy, children with developmental delay thought to be due to a neurological defect, and those with neurological disease.

The Joint Committee on Vaccination and Immunisation believes that for these groups the risk of vaccination may be greater than for normal children but then so may be the effects of whooping cough, so the balance of risk and benefit should be individually assessed. A personal or family history of allergy was once regarded as a contraindication, but a substantial body of medical opinion now disagrees. "Doctors should use their own discretion in the individual case," is the Committee's verdict.

General policies

Immunisation schedules are based on a general framework of giving a course of diphtheria, tetanus and pertussis vaccine during the first year of life with oral polio vaccine given simultaneously. Measles vaccination follows during the second year of life with booster doses of diphtheria, tetanus and oral polio vaccine at school entry. It is now considered best to start the basic course at the age of 3 months, rather than 6 months, to ensure a high acceptance rate and protection against whooping cough in early life (see table).

for nappy rash

Thovaline is a safe, gentle and effective treatment for nappy rash.

It contains carefully chosen and tested ingredients including pure natural oils.

Thovaline will help to heal and at the same time soothe away the soreness of nappy rash.

It will also protect the skin from further outbreaks.

Remember that Thovaline can be used for the treatment of many other common skin complaints such as itching rashes, dry skin, scratches and scrapes, spots and pimples, minor burns and sun burn.

If you have not yet tried Thovaline — ask your Chemist for some — see the results for yourself.

Now available in 15g. tubes.

Please write for full information to:—
Ilion Laboratories (Hamilton) Ltd.,
Lorne Street, Hamilton, Scotland.

Vaccination schedules

Age and vaccine

First year of life

3 months	1st dose diphtheria, tetanus and pertussis (DTP) and oral polio vaccine
4½-5 months	2nd dose DTP and oral polio
8½-11 months	3rd dose DTP and oral polio

BCG vaccine is recommended at birth for children from environments where there is a high risk of tuberculosis eg certain immigrant families.

Note. If pertussis vaccine is contra-indicated or declined by the parent, diphtheria/tetanus (DT) should be given. If whooping cough is prevalent, three doses of triple vaccine may be given at monthly intervals; such a course must be followed by a further dose of DT at 12-18 months. If the basic course is interrupted the course should be resumed without repeating earlier doses. Pertussis vaccine is now being offered to previously unvaccinated children up to the age of 6 years (see text).

Second year of life

Measles vaccine, not less than three weeks after another live vaccine.

At entry to school or nursery school

Booster diphtheria/tetanus, preferably at least three years after completing the basic course.

Booster oral polio.

Between 10th and 14th birthdays

BCG vaccine for tuberculin negative children, irrespective of whether vaccination was given at an earlier age.
(BCG vaccine should also be given to tuberculin-negative contacts at any age.)

Rubella vaccine offered to girls only, irrespective of previous history of the disease.

Note. The tuberculin test should not be carried out in the 6 weeks after rubella or measles vaccination, nor should BCG be given within 3 weeks after these vaccinations.

On leaving school, starting work or entering higher education

Booster polio vaccine (oral or inactivated)

Booster tetanus, unless this has been given within the past year following injury.

Adults

Polio vaccine for previously unvaccinated adults who are travelling to countries where polio is endemic or who are parents of a child being given oral polio vaccine. Adult course is 3 doses oral polio vaccine with an interval of 6-8 weeks between the first and second doses, 4-6 months between the second and third; or 2 doses of inactivated vaccine at intervals of 6-8 weeks followed by a third 4-6 months later.

Note. If the mother is pregnant, immunisation of the child should be delayed until after the fourth month of pregnancy unless there is risk of natural infection from an outbreak when both should be vaccinated.

Rubella vaccine for seronegative women of child-bearing age. Active immunisation against tetanus for previously unvaccinated adults (3 doses with an interval of 6-8 weeks between the first and second dose, followed by a third dose 6 months later).

Note. Pregnancy must be excluded before vaccination and the patient warned not to become pregnant for three months after.

*Based on schedules listed in "Immunisation against infectious disease" (£1.20), Department of Health, Alexander Fleming House, Elephant and Castle, London SE1 6BY. ■

Independent chemists maintain share

The decline in the birth rate and the continuing recession has brought reduced volumes in the £104m baby food markets — babymilks, babymeals, rusks and fruit syrups — although the independent chemists trade share of the total market value seems to have remained constant at £25.5m per annum (25 per cent).

As suspected in the last *C&D Babycare Supplement*, the birth rate has fallen. First quarter figures from the Office of Population, Censuses and Surveys and the Scottish and Northern Ireland offices confirm that the UK birth rate is 1.1 per cent below that for the same period last year. Trade projections put the number of babies to be born in 1982 in the UK at 723,000, some 7,000 fewer than in 1981.

The babyfood markets' performance is similar to that of many other independent chemist markets. Market research data shows that there have been volume declines of between 3-8 per cent in a large number of markets over the past year. However, with the inflation rate coming down, cost increases and volume decreases should stabilise.

The meals sector in independent chemists has shown an 8.2 per cent decrease in volume to the end of June, say Cow & Gate. Their figures, based on a record of (single) purchases and not number of servings per packet, suggest the meals market to be static at around £45m (excluding cereals, rusks and syrup) with the independent taking over a 21 per cent share by June — equivalent to £9.8m for a full year. Heinz agree the meals sector is static but put the total market at £114m and baby meals in cans, jars and packets at around £50m.

Cow & Gate split the meals market up between the companies in independent chemists as follows: Cow & Gate 24.5 per cent, Heinz jars 4.6, cans, 45.1, first weaning 2.1, Milupa 10, Robinsons 12.2

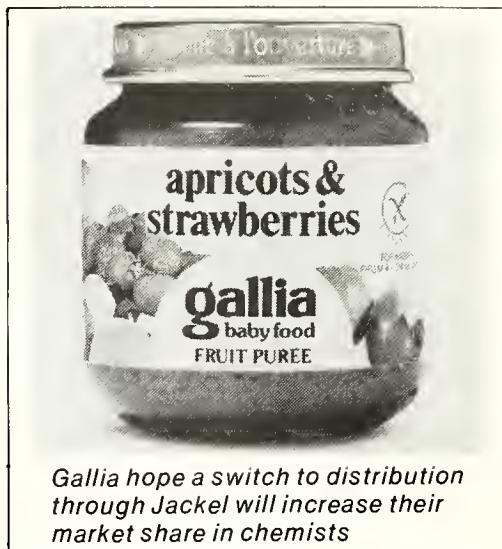
and Gallia 1.5.

Baby meals sales through all chemists are now worth about £30 million, say Heinz, who put their share of this expenditure as over 30 per cent. "This is due to the wide range of excellent, trusted and economical products, supported by a massive and comprehensive promotional programme".

Heinz marketing investment in this area exceeds £1.5m and includes television advertising throughout the year to mothers at selected viewing times in the afternoon, supported by colour advertisements in the mothercraft Press, women's magazines and medical journals to reach key target groups.

In addition Heinz include samples, coupons and literature about baby feeding in Bounty parcels which reach 90 per cent of new mothers. In the specialist and professional area Heinz also participate in major exhibitions for health visitors and administer an advisory service visiting health clinics throughout the UK. This service now offers a new film for use by health visitors at clinics and mother's groups, together with a full range of literature giving advice and guidance to mothers and nutritional information to health visitors.

Overall, Cow & Gate have maintained their leadership of the jar market with over a 75 per cent share. The company's five yogurt dessert varieties, launched last year, have been an outstanding success, they say. However, not all chemists are supporting what they believe is proving to



Gallia hope a switch to distribution through Jackel will increase their market share in chemists

be a major growth area.

A major development for Cow & Gate in 1982 will be the introduction of the twist-off cap on all babymeal varieties from November. The company says mothers prefer the twist-off caps to the traditional prise-off cap. The twist-off caps incorporate the safety button feature to reinforce consumer confidence in the product quality. The caps will be colour coded to match and reinforce the breakfast, main course, desserts and yogurt dessert segmentation already used on the product labels.

Victoria Baby Foods Ltd, the UK agents for Gallia baby food, appointed Jackel International (UK) Ltd to handle sales and distribution at the beginning of the month.

VBF's managing director, Mr Michael McHatton expects Jackel's "strong track record in the chemist sector" to pay dividends.

Home and dry

The dry baby food market has been increasing steadily over the last few years and accounts for 66 per cent [servings] of total baby food consumption, say Robinsons.

Three months after the relaunch of their entire dry baby food range with a

Continued on p7



Some of Heinz' range of babymeals, said to have nearly 50 per cent of the market in independent chemists



Gallia baby food has now been on the market for just over a year. And we're happy to say it's growing up good and strong.

Babies prefer the delicious taste, mums enjoy the unusual and exciting varieties, like fillets of sole.

And for you the chemist, Gallia is strong on price to protect your margins. We only sell to chemists because our growth depends on your support.

In return, Gallia baby food rewards you with consistently high profits.

Now Gallia baby food is being distributed by Jackel International (UK) Ltd who handle Tommee Tippee baby accessories and Bobtails and Tufty Tails disposable nappies, which means you can supply all your customer needs from one source.

Why is our bonny baby so bouncy lately?



And to help you do just that we will be giving chemists plenty of support with striking display material and a continuous cycle of promotions for consumers.

It all adds up to a great new service for existing stockists... and an exciting opportunity for any other chemist who'd like a share of the action.

Stand by. Your Jackel representative will be calling on you soon.

Put Gallia baby food on your shelves and add a little bounce to your profits.



gallia baby food

It's made for tiny taste buds, and big profits.

Distributed by

JACKEL INTERNATIONAL (U.K.) LTD.

For further information call

Sales (06706) 66771

Kitty Brewster Estate

Northumberland NE24 4RG

gallia
baby food

jackel
INTERNATIONAL (U.K.) LTD.

Continued from p7

marketing spend of £1.5m, Robinsons say the brand's sterling share nationally is already 20 per cent, regaining the second position in the total baby food market and becoming the leading dry baby food manufacturer.

Robinsons are very aware that the dry baby food market is becoming an increasingly attractive area and they must therefore protect their flank against new dry competition. The company believes that the market shows scope for growth through the introduction of new products such as their baby juices.

The restructured and totally reformulated range offers mothers a step-by-step plan to take her baby from an all-milk diet at about three months to family feeding at 12 months, they say.

"We attach great importance to the personal advice the mother obtains when she comes to make her first purchase, usually in chemists. A mother introduced to Robinson's in this way is likely to return, we think, to the place she made the first purchase," says product manager Roger Northway. He is also confident that there will be a definite growth in the total baby food market.

Milupa say that despite tough competition in the baby food market, they have still maintained their brand leadership position in the independent chemist trade. Two major new product launches in the yogurt and rusk market during the year have strengthened their business in the chemists and captured sales previously dominated by grocery.

Introduced in May, the yogurt range has already proved very popular with mothers, they say.

To give additional support for first weaning foods, and to achieve maximum awareness among mothers of three or four month old babies, Heinz are supplementing the sampling through Bounty parcels by a special promotion

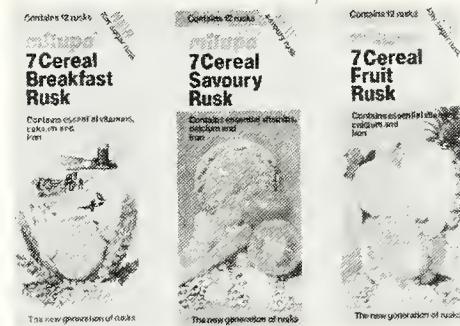
with *Mother and Baby* magazine, in October. Mothers have to collect Heinz baby food labels, including first weaning food foil caps, to receive a £1 book of 10p off vouchers for redemption against any ten of their baby meal products.

Rusks no risk

Farley Health Products estimate the infant feeding rusks' market to be worth £11m and put their share at a "dominant 75 per cent".

Their range also includes low-sugar

A little boy samples one of Milupa's three-product entry into the rusk market



Oster rusks and Farex fingers which together boost the total company share to more than 80 per cent, they say.

The chemists' share of the market is beginning to gain ground again, according to product manager, Mr Adrian Roche. "There have been signs recently that chemists are starting to recover their share of the rusk market after many years of losing out."

Latest data from Farley suggests that chemists have about 37 per cent of the total market in the UK, still three points below the 40 per cent of two years ago but a considerable improvement on some of this year's babycare market figures.

Cow & Gate estimate the market to be worth only £7m with the independent taking nearly 26 per cent.

Farley are supporting a "superkid and supermum play top offer — on pack this month — with new POS material which include shelfstrips and showcards.

Farley's rusks will be supported with a £200,000 national television advertising campaign next January and February. The five-week campaign will feature a "Golden discs of goodness" commercial. Oster rusks will continue to be extensively sampled through clinics.

Cow & Gate say they have been capitalising on their relaunch of Liga rusks with a major sampling campaign and heavyweight promotional activity. "More mothers are realising the benefit of low sugar rusks and the trend is to an increasing share for low sugar rusks at the expense of the traditional high sugar

rusk," they say.

The launch of three new rusks products in August has given mothers the opportunity to buy a breakfast, savoury and fruit rusk range for the first time ever, say Milupa. "It has revolutionised the rusk market."

Early sales results and the reactions from medical recommenders and consumers are said to be encouraging.

Advertising of Bickiepegs is to increase from mid-September by almost 70 per cent over last year's spend. The company say Bickiepegs are so hard as to be a genuine comfort to a baby whose teeth are



erupting and are still widely recommended by dentists and health visitors.

Syrups

Sterling Health say Delrosa is the top selling baby drink in a market they estimate to be worth £10m. Currently Delrosa has a 50 per cent share in chemist outlets (excluding Boots).

Strong all-year round promotional support has included a recent money-off offer to coincide with the introduction of 12oz and 18oz blackcurrant and 18oz golden apple flavours. The offer runs throughout the Autumn. There is money off future purchases too through special bottle tags featured on Rosehip Delrosa.

Advertising is to mothers and mothers-to-be in baby annuals and the specialist baby Press and to health visitors in trade publications. Also mothers are given samples when they leave hospital.

Optrex are launching Virol orange juice for babies (C&D, October 16, p694). Packaging comprises "dumpy" bottles with labels in beige, blue and orange and graphics in line with those of the recently introduced packs of Virol malt and malt rusks. The new packaging on existing Virol lines is said to be contributing to increased sales.

Cow & Gate estimate the market for baby syrup to be worth just over £4m with Delrosa taking 40 per cent of the market in independent chemists, baby Ribena 20 per cent, C&G 10 per cent and others 30 per cent. ■



From mid-October a "superkid and supermum" playtop and apron is being offered on Farley's Rusks family size 18s packs for £2.99 a set (plus 40p p&p) and ten special "golden discs" tokens. The set comprises two decorative designs in bright floral colours — flowers for "supermum" and a popular nursery rhyme for the toddler.

Independent has 'major part to play' in market

The babymilk market is becoming increasingly competitive. With the increasing trend to breast feeding and the reduced birth rate, it is not surprising that volumes are down by 8 per cent and sterling sales static at around £45m.

Cow & Gate believe that the independent pharmacist is coming under increasing pressure from other market sectors such as grocery outlets where distribution of all babymilk brands has increased over the last year.

They say the independent chemist retailer still has a major part to play in the sale of babymilk to mothers: "Their more personal service can be a reassuring factor to a mother who is looking for advice".

Mr Roy Simpson, marketing manager of Farley Health Products, makers of Ostermilk sees the situation thus: "While the number and frequency of mothers' visits to the clinic with their babies has, if anything, increased over the last year, the drift away from clinics as a source of purchase of baby milks has developed in favour of the grocer, Boots and, to some extent, the independent chemist".

"With the publication of the proposals for a UK Marketing Code for Infant Milks due any day, and the publicity that is likely to result, mothers may well be looking for advice, as happened in early 1976 with the DHSS pronouncements about unmodified milks. The community pharmacist should be able to provide that advice and reassurance," says Mr Simpson.

Farley Health Products set great store by the fact that their baby milks are the only ones in the UK produced in Britain by a British-owned company.

Cow & Gate say the milks market has declined by 1 per cent this year to £44m with the independents' share — £9.8m — made up of 32 per cent C&G sales, 37 per cent Wyeth, 27 per cent Farleys and others, 4 per cent.

Chemists take 50 pc

Wyeth estimate the market to be worth £43m with the chemists taking 50 per cent altogether with a value share for Wyeth of 46 per cent of the total market. They see the sector as "particularly secure in recessionary times". Although there has been a decline in the birth rate and an increase in breast feeding (two major variables in the baby milk market) there are nevertheless a great many babies left

to feed, they say.

Even with the trend towards breast-feeding Wyeth estimate 35 per cent of babies receive bottlefeeds at the time they leave hospital. And of the 65 per cent who leave hospital breast feeding, 24 per cent are changed to bottle feeding after six weeks.

"In an economic climate where travelling to the local clinic may be quite costly, the proximity of a local chemist is of great value to the mother, particularly when he stocks a comprehensive range of baby products," Wyeth say.

Product manager, Gavin Refoy, says: "This year, we have also increased the size of our sales force which has improved our calling cycle on the chemist so that we have been able to give him a much better service."

Soy progress

An increasingly significant addition to the infant formula market is the soy-protein product. Soy-protein formulae are sold for or prescribed for young infants, older children and even adults who are allergic to cow's milk protein or intolerant to lactose.

The soy infant formula market has increased dramatically in the last two years, say Wyeth, with the market in 1982 being an estimated 75 per cent larger than in 1981. Further substantial growth in 1983 is forecast.

Wyeth Laboratories have "heavily supported" the promotion of Wysoy to the para-medical and medical profession. A recent innovation has been the milk-free cookery book for families having to cope with cow's milk intolerant children. It contains 63 recipes and 53 variations for use by all the family. The company claims to have the "dominant" milk in hospital use in gold cap SMA.

Cow & Gate claim to have more maternity hospitals using their products than any other and a wide range of products taking care not only of normal babies, but also low birth weight infants and those with special metabolic conditions requiring special treatment.

Their formula S soya food, is

Courtesy of Robinsons (R&C)



positioned as a prescribable product for those intolerant to cow's milk-based formulas or those intolerant to lactose but is also free of sucrose and beef fat. This means it can be used safely by ethnic minorities and vegetarian families. The company plans to increase its support for both formula S and the range as a whole.

In spite of the pressures on the market, Cow & Gate have continued to invest heavily, spending more money on promotional activity in the independent chemist trade in 1982 than in 1981, says a company spokesman. "The independent chemist trade has been the backbone of Cow & Gate's business for many years and we intend to maintain that support into 1983."

Milupa say they have made significant gains this year in the baby milk market. Milumil 300G was recently joined by the 1kg pack, offering the consumer extra convenience and economy. Aptamil, launched in September 1981, as a baby milk that can be chosen with confidence when mothers cannot or do not choose to breast feed, completes the range.

Addresses

Bickiepegs Ltd, 43 Jopp's Lane, John Street, Aberdeen AB1 1BX.

Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts BA14 8HZ.

Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.

Gallia Baby Foods, 29-30 St James's Street, London SW1A 1HL.

H.J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex.

Milupa Ltd, Western House, Hercies Road, Hillingdon, Middlesex.

Robinsons Baby Foods, Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 8DD.

Optrex Ltd, City Wall House, Basing View, Basingstoke, Hants.

Sterling Health, Sterling Winthrop House, Surbiton, Surrey.

Wyeth Laboratories, Taplow, Maidenhead, Berks. ■

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NEW

Contains 12 rusks

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**7Cereal
Breakfast
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Contains essential vitamins,
calcium and
iron



The new generation of rusks

7 different cereals....
Wheat, corn, oats, barley, rye and millet,
baked into a tasty rusk.
An ideal low sugar breakfast.

As market Cow & G little more sh Heinz ar

80



It always makes sense to give the brand leader the shelf space it deserves. So if you only stock one brand of baby food in jars, make sure it's Cow & Gate.

Cow & Gate's share of the jar sector of the baby foods market in independent chemists is 80%.

(Independent retail audit of independent chemists, latest 12 months data up to June 1982.)

leaders, aren't they worth a shelf space than old Gallia?

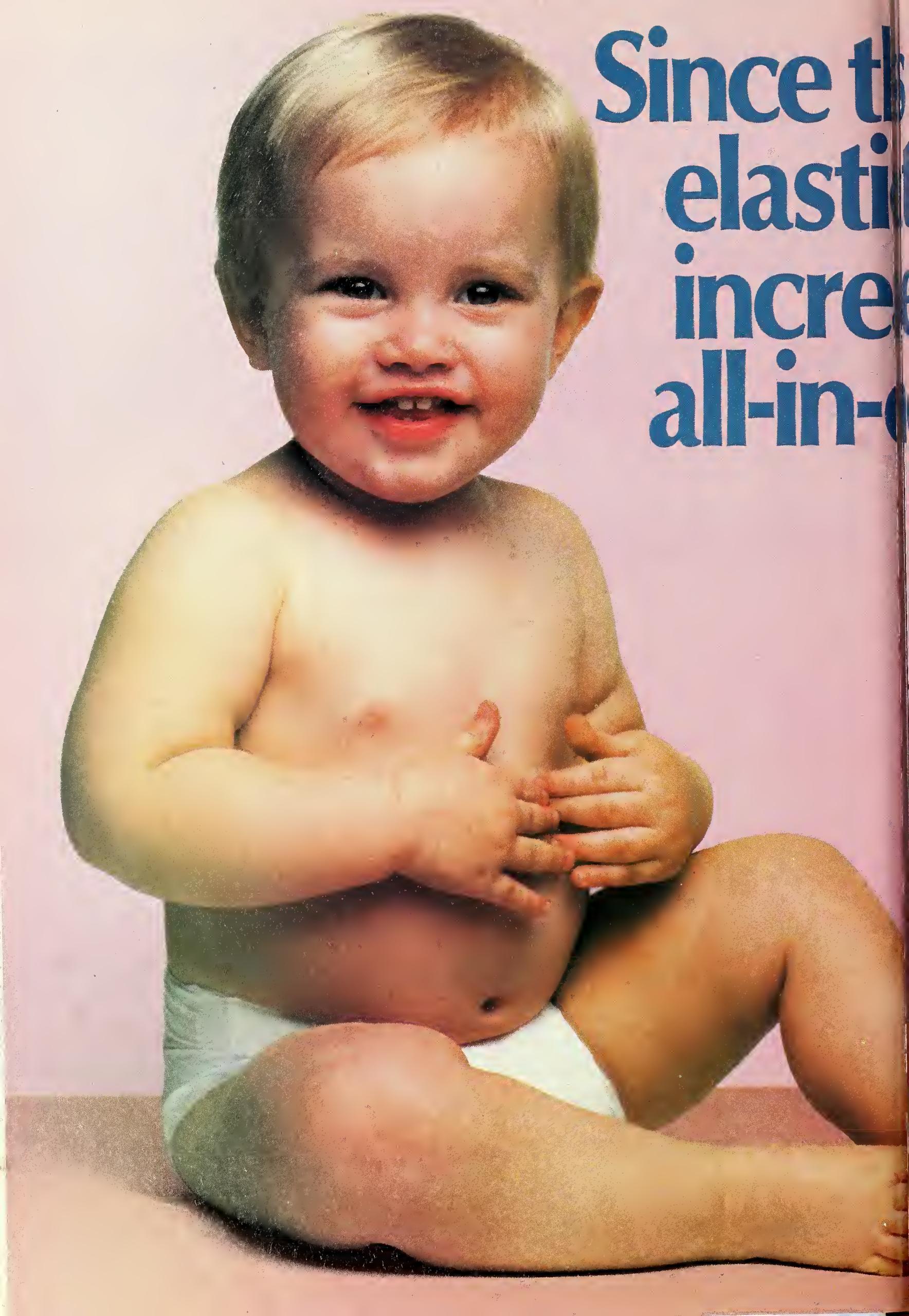


And no wonder. We make them in 50 varieties of meats, fruits, savouries and yogurts, which contain no added salt, artificial flavouring, colouring or preservatives.

So, since independent chemists have been so successful at selling Cow & Gate products, we pledge you our continued support.

We only hope your shelves can support us.

Cow & Gate
The Babyfeeding Specialists.



Since the
elastic
increased
all-in-one

Since baby was born, Paddi Cosifits have increased their share of the nappy market to 81.4%.*

A sensational rate of growth. An increase of 53.2%*
within a year, pioneered by Paddi Cosifits.

No other nappy has all the advantages of Cosifits.
And we're spending £3m on promotion this year, with
continuous TV.

What's more, our new bulk economy packs save
money for budget-conscious mothers.

So keep Cosifits packs prominent on your shelves –
they won't stay there long.

Paddi Cosifits

Stock and display them now!



Robinsons of Chesterfield

Chesterfield, Derbyshire S40 2AD. Tel: (0246) 31101. Telex: 547320.

*Independent Retail Audit



A market with a silver lining?

'Chemists have been quick to recognise the opportunities in the babycare field. They are showing a much wider range than the grocery trade, from which they seem to have taken the business. The days when chemists regarded their profession as beginning and ending with pharmacy seem to have gone for ever.'

Silver-lined words for the pharmacist from the nappy-lined world of the largest supplier of own-label and branded goods in the liner market — albeit one dominated by Boots' brand with a 50 per cent share.

Chemists still dominate sales of disposable napkins, liners and rolls. Last year they took estimated 71 per cent share of the £50.4m of disposable nappies sold (Disposable Napkin Manufacturers Association estimate) with 1982 sales put at £65.5m. However the grocers' share increased from 17 to 24 per cent while the pharmacists' dropped from 73 per cent.

The message from manufacturers to pharmacists is a familiar one: "... carry an adequate stock across the full range of types, sizes and packs." This is hardly surprising. It is only when the mother has the opportunity to purchase disposables for use at any time of the day or night on her rapidly growing babe that the market will grow in real terms. The swing to all-in-ones (66 per cent share last year) reflected both the introduction of three new brands last year and the backing put behind the sector.

'Switch' from terry nappies

Colgate-Palmolive say mothers are continuing to switch from terry towelling nappies to disposables at an ever increasing rate especially as a result of the launch of elasticated nappies.

"Disposable nappies represent one of the few growing markets in chemist outlets with volume increases of about 13 per cent in 1981. This trend shows no signs of abating."

Nevertheless, the terry nappy continues to be purchased in quantity — £15m were sold in 1981 — and are likely to be lined increasingly often with one-way liners. Sales of all liners in 1981 were put at £13m and Peter Fewell of Freshtex, the largest suppliers of liners, said their own sales increased by 38 per cent. So, terry nappies represent quite literally "the bottom line" — and one only slowly being eroded.

The largest manufacturers of terry

nappies in the UK, Ashton Brothers (like Freshtex a member of the Courtauld group) say only 7 per cent of mothers use disposable nappies exclusively. Of the remaining 93 per cent, 55 per cent use them all of the time and 38 per cent some of the time.

Ashtons are currently looking at the independent chemist market and estimate that prices per dozen at wholesale of their Zorbit range would be: supreme £12.50, superior £11.25, popular £10 and budget £7.50. A mark-up to show a profit on return of 32-33 per cent would, they say, enable chemists to be reasonably competitive. They believe that sales of terry nappies and liners are dependent on each other and that promotion of one can benefit sales of the other.

Manufacturers of disposables quite naturally see the "bottom end" of the market from a different angle. The average baby's bottom presents approximately 2,000 nappy changing opportunities in its first year. At the moment disposables account for 18 per cent of the 3.2 billion nappies changed in 1981, or a potential market of £300m if they could effect total dominance.

Colgate-Palmolive's Curity Snugglers still dominate the chemist sector nationally with a 35 per cent brand share — more than double their nearest competitor, they say. The company include in their £3m-plus support programme "hospital activity" and claim over 50 per cent of changes in hospitals are made with Snugglers. "This has been important in establishing the credibility of

The Pampers range is an example of a trend to a maxi-size pack with a carrying handle by manufacturers

disposables with professionals.

Hospitals are believed to account for around 1 per cent of the disposable market and disposables to be used for 75 per cent of all hospital changes.

One of the trends in the disposable market is towards larger packs with carrying handles in response to the handling difficulty posed by increasing use by individuals and "bulk".

Recently Snugglers have introduced larger packs of the two fastest selling sizes — newborn and toddler. This is to take advantage of the rapidly growing number of regular users and to encourage consumers to trade up.

Pampers, launched nationally in February by Procter & Gamble, is now said by the company to be the number two brand behind Snugglers. And because Pampers sales since the launch "almost exactly match" the amount by which the market has grown, and the company says is "net extra business" for the trade.

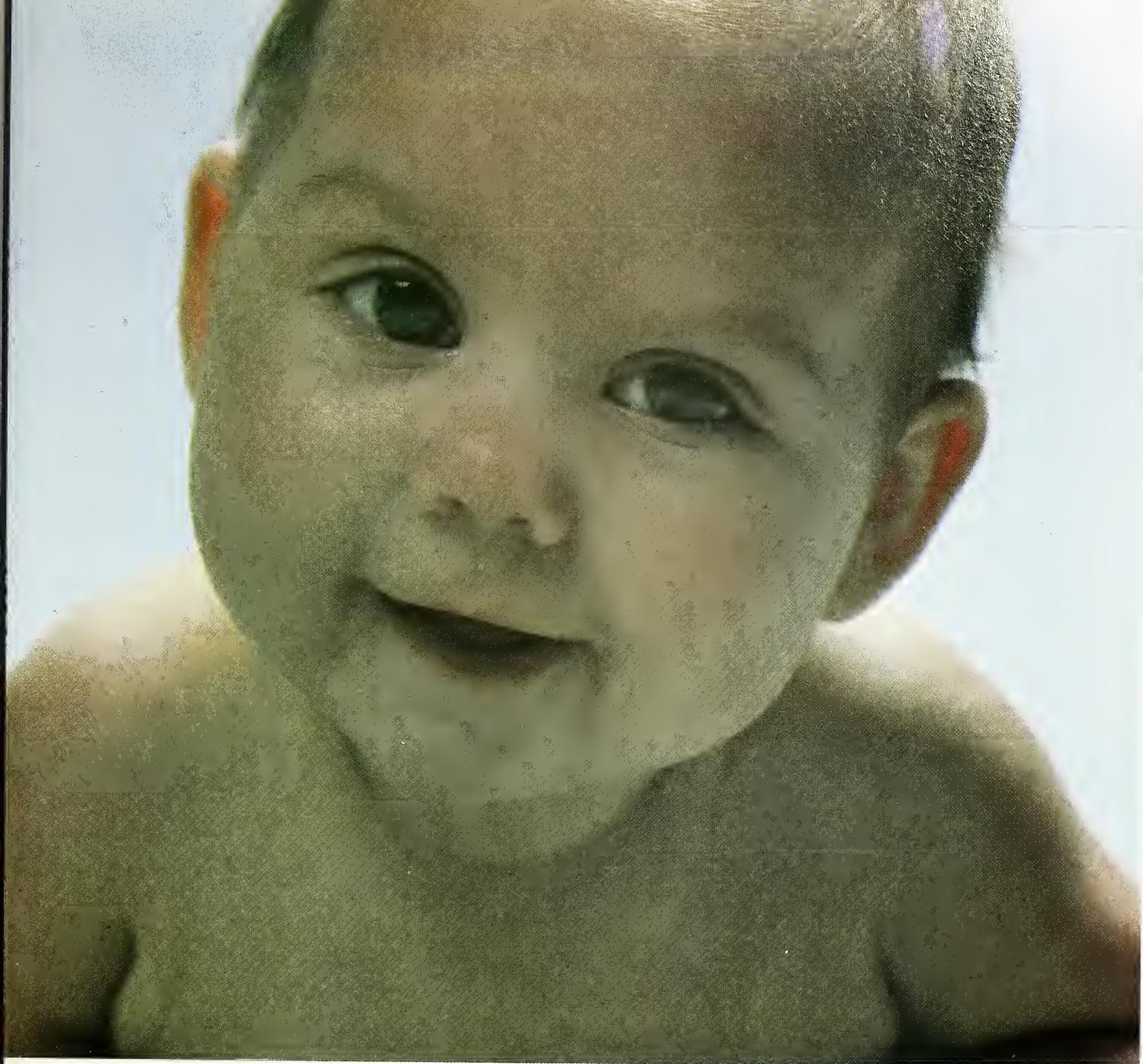
Pampers' answer to the fact that over a third of shoppers buying disposables take home more than one packet is the 60-nappy maxi pack in a carry carton. Procter & Gamble say that in developed markets, carry cartons account for up to 90 per cent of sales and "stimulate market growth".

P&G have set up a comprehensive sampling programme reaching eight out of ten expectant mothers in pre-natal clinics and via request cards. Currently P&G are sampling and couponing the majority of mothers whose babies were born in the period before they entered the market. Over £½m coupons are to be distributed over the next year. And because P&G recognise that most disposable business is through chemists they will be putting "special emphasis on activities in the non-food sector."

Robinsons of Chesterfield say the disposable nappy market remains the fastest growing retail market in the UK for the third year running. With Paddi Cosifits the "market's fastest growing elasticated all-in-one brand", sales in the last six months have increased from 18 per cent of the total market at the end of last year, to a share of 22 per cent this

Continued on p17





Introducing one of your biggest customers.

Around 700,000 babies are born in Britain every year.

That's almost 2,000 every day.

These statistics are important when you consider that more hospitals use Gold Cap SMA* than any other baby milk formula.

It's hardly surprising, therefore, that mothers who bottle feed their babies respect professional opinion and purchase more Gold Cap SMA than any other brand.

It's that confidence which makes Gold Cap SMA far and away the brand leader with over one third of the total market.

Order your supplies of Gold Cap SMA today. And look forward to a healthy growth in sales.

Breast milk is the preferred feeding for the newborn. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers elect not to breast feed. Professional advice should be followed on matters of infant feeding and the cost of formula considered when deciding how to feed babies.



**Wyeth Nutrition
Leading the way**

Wyeth Laboratories (John Wyeth & Brother Ltd.)
Untercombe Lane South, Taplow, Maidenhead, Berks.

Gold Cap SMA* SKIMMED MILK WITH NON-MILK FAT
*Trade Marks

Four new reasons why Pampers, the world's biggest selling disposable nappy, will bring you more sales all round.

1. New Pampers has elasticated protective gathers that go all round the legs, unique to Pampers for better-than-ever wetness protection, with fewer-than-ever leaks.
2. Special introductory prices on regular sizes mean more mums will try Pampers.
3. New easy-to-carry maxi convenience pack will really build your business.

A proven winner in Europe, it will persuade more and more mums to switch from terries to Pampers.

Especially with the introductory offer of 30% off list price + on-pack £1 coupon.

4. 8 out of 10 new mothers will receive an elasticated Pampers sample this year + 20p coupon off next purchase.

Plus Pampers – biggest advertiser in the nappy market – is all set for a bigger-than-ever spend.

All this combined activity will mean a huge build in turnover and profit.



New elasticated Pampers is a source of new profit for you. Make sure you stock all six sizes!



DISPOSABLES

Continued from p16

Summer, they say. Robinsons identify with the move to economy-size packs. Cosifits economy packs launched earlier this year already account for well over one third of the counter sales of the brand.

Robinsons say the chemist has a great opportunity to cash in on market potential and increase his share — providing he allocates sufficient shelf space to this product category.

"As with so many of the markets in which the chemist holds the leading share, this is only done through giving the mothers the two critical shopping advantages of complete choice and constant availability."

Peaudouce expect their Babyslips to make "further substantial gains over the coming months in the rapidly growing disposable nappy market", following the brand's relaunch in April. The product was improved while the packaging changed to two styles — easy-to-carry plastic handipacks for light users and larger economy boxes for heavy users. General manager, Mike Chambers, says: "Mothers prefer the convenience and value of the new packaging." Sales have also been assisted by the "dramatic consumer shift" to elasticated nappies over the past two years.

Modo Consumer Products have just moved to Jackel International following the closure of Sangers Agencies. They forecast a 20 per cent increase in the market next year because "a majority of British mothers will overcome a long-held reluctance to use disposables."

International Disposables recently launched their Derrydown all-in-one nappy. Up to now they had concentrated on supplying own label nappies to multiples, symbol groups and department stores.

The Derrydown brand is manufactured using "new generation untreated wood pulp" and offers the independent chemist a quality product at a competitive price, they say.

Promotions

□ Lilia-White are to make extensive alterations to packaging and promotion of its range of baby products during November and December. Currently, Bambi disposable napkins are in flashed-packs offering 10p off next purchase of 10s and overnight 10s, 20p off 20s and 40p off 40s.

□ Modo are launching a consumer competition on its Tufty Tails range of disposable nappies. Called the "Rainbow word game", the promotion requires mothers to make words from a grid of letters, on why they buy the brand for their babies and write a sentence of no

DBNMA's guide to branded nappy products

Brand	Type	Size/Age range	Pack sizes	Disposability	Additional Products
Babettes	Insert	one size	10,20	Flush as instructed	Non pocket pants in 4 sizes. Nappy liners
Babyslips	All-in-one (elasticated)	6-11 lbs (new born) 9-18 lbs (medium) 18-25 lbs (large) 25-40 lbs (maxi)	20 16 14 12	Incinerate or place in rubbish bin	
Bambi	Insert	Daytime Overnight	10,20 30,10	Flush as instructed	Pocketed pants in four sizes
Bobtails	All-in-one	Up to 22 lbs (baby) Over 22 lbs (toddler)	12 10	Incinerate or place in rubbish bin	
Paddi Cosifits	All-in-one (elasticated)	Up to 10 lbs 10-20 lbs 20 lbs and over in standard and economy pack sizes	10,32 10,28 10,24	Incinerate or place in rubbish bin	
Curity Snugglers	All-in-one (elasticated)	Up to 11 lbs (newborn) 11-16 lbs (daytime) 16-23 lbs (superdaytime) 11-23 lbs (overnight) Over 23 lbs (toddler)	12 15 12 12 12	Incinerate or place in rubbish bin	
Paddi Pads	Insert	One size	10,20,30	Flush as instructed	Pocketed pants in 4 sizes, Paddi roll and Paddi pleats, nappy liners
Pampers	All-in-one	6-11 lbs (mini) 9-22 lbs (normal) (super) (superplus) 22-24 lbs (maxi)	30 30 24 12 12	Incinerate or place in rubbish bin	
Nursery Sof'down	Insert	one size	20	Flush as instructed	One size tie-on pants Nappy liners
Tufti Tails	Insert	Up to 2 months (newborn) 2-10 months (babysize) over 10 months (toddler) Night time	20	Flush as instructed	Tie-on pants in equivalent sizes

more than 15 words on the same theme. First prize is £1,000 and for six runners-up there is a year's supply of Tufty Tails.

Closing date is April, 1983.

□ Pampers will be supported by a programme of heavy and continuous television support (Meal figures for April to August put support at an equivalent of £4.5m). A new commercial will be on air from October. At present a national radio campaign follows on from the July-August commercial featuring Cyril Fletcher. The brand is also backed with advertisements in the major baby publications and in conjunction with some "testimonial" advertising.

□ Peaudouce plan to continue their current mix of advertising and consumer promotional activity. The advertising spend will be increased over the next six months, on television and radio, and also in the professional and "young mother" Press. Promotions will be concentrated on major national campaigns and local store activity, they say.

□ Robinsons are spending £3m in 1982 on television and Press advertising together

with promotional activity including demonstrations at health centres and clinics.

□ Snugglers are being backed this year by a £3m plus support programme. Colgate-Palmolive offer retailers an information service on request.

Addresses

Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.

Freshtex, Henrietta House, Henrietta Place, London W1A 4SN.

Lilia White Ltd, Alum Rock Road, Birmingham B8 3DZ.

Modo Consumer Products, Flint Road, Saltney Ferry, Chester CH4 0BX.

Peaudouce (UK) Ltd, 827 High Road, North Finchley, London N12 8TR.

(Distributors: Sterling Health, St Mark Hill, Surbiton, Surrey KT6 4PH.)

Procter & Gamble Ltd, St Nicholas Avenue, Gosforth, Newcastle upon Tyne NE99 1EE.

Robinsons of Chesterfield, Wheat Bridge, Chesterfield, Derbyshire S40 2AD. ■

PRODUCT REVIEW

Johnson's to spend 'at least' £1.3m next year

Johnson's children's hair conditioner launched in September is backed by a consumer Press campaign which runs to December. The product is available in two pack sizes, 120ml and 240ml, at an RSP of £0.78 and £1.25 respectively.

The first conditioner for use on children's hair, they say extensive research identified a real need for a children's hair conditioner particularly among girls aged between two and twelve. Children's hair differs from adult hair in that it is much finer and less likely to be greasy.

Children's hair conditioner coats the hair and smooths the cuticle edges, making it easier to comb through without tangling, say J&J. It also neutralises the static electricity in their hair. Like their baby shampoo it has the "no more tears" formula. It is also suitable for the whole family.

The Johnson's baby range was supported by a £1.3m advertising budget this year, and at least the same level of support is being planned for 1983, they say. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks.*

Unichem own brands double sales

Sales of Unichem own-brand baby products are more than 100 per cent up on last year with all-in-one nappies taking the lead. The company partly attributes this increase in sales to its £1/4 million bout of television advertising in March.

"Our members now identify the range as their own brand of products," says assistant marketing director, Bill Hart.

"The 24 products in the range are associated with quality and competitive pricing," says Hart. "Sales of all-in-one have trebled this year."

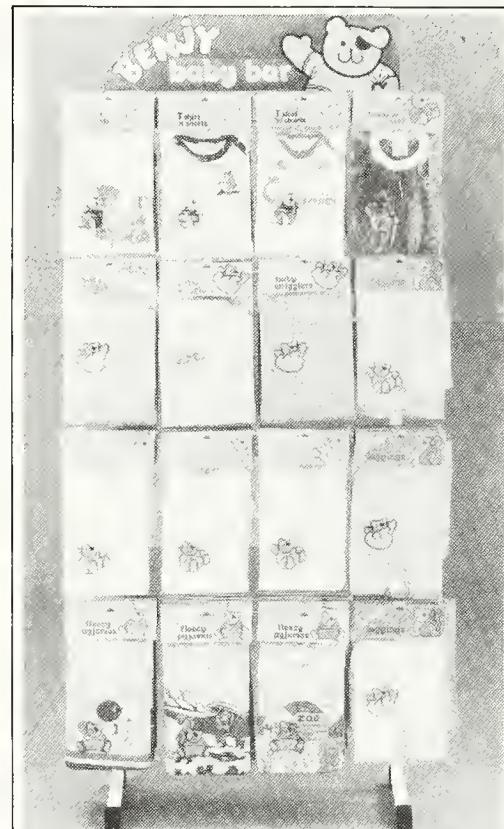
Nearly every month this year, Unichem has run trade promotions for the products — often offering the range to members at special offer prices.

Next year, new products will be introduced, the panda theme will continue and there will be another major consumer advertising campaign, say Unichem.

Unichem Ltd, Crown House, Morden, Surrey.

Suba-Seal comfort

A new product release from Suba-Seal is a ventilated comforter, the shield of which has a series of holes, providing air passages. This assists the baby to breath



Unichem have taken more than 450 orders for the Benji baby bar range of clothes (for babies aged between newborn and two years) since they were introduced in May. *Unichem Ltd, Crown House, Morden, Surrey*

through the mouth if the nostrils are restricted by a cold, etc and helps to mitigate the "grunting" or "snorting" sometimes experienced in the use of soothers, they say.

The ventilated comforter is available in three different packs, high clarity polythene sachet (£0.25), sealed bubble pack or bubble / card display pack £0.29.

The Suba-Seal range includes feeding bottles, teats, teething trainers, soothers and comforters, measuring jugs, feeding cups, plates and dishes. *William Freeman & Co Ltd, Subaseal Works, Staincross, Barnsley.*

Revamp for Lorel and Special Softies

Golden Babe cotton wool was phased out of production at the beginning of this year, leaving Lorel wool in standard and economy rolls the sole cotton wool line from Lilia-White. During the November and December promotion period, Lorel will be introduced in new packaging which will present the product as an all-purpose cotton wool, suitable for baby and all other household needs.

Special Softies baby pants is also to receive a packaging face-lift. These traditional pull-on pants are in high quality plastic, with fully welded seams and elasticated waist and legs. Packed in

A 'lot of bottle' from Griptight

Freflo feeding bottles from Lewis Woolf Griptight were recently relaunched in polycarbonate and heat resisting glass in new packaging and featuring the improved Freflo teat.

An introductory promotional offer on the 250ml and 125ml Freflo polycarbonate feeders reduces the price by 5p on the large feeder and by 3p on the smaller one (packs are "flashed"). This promotion will be in operation until the end of the month.

A Freflo accessory set, which includes a spare teat cover, screw-on cap and three discs, for Freflo feeders has also been launched at £0.49.

Griptight say they are committed to a policy of expanding the Nursery baby product range. "Winter '82 and Spring '83 will bring in further new and exciting developments," they say.

The company claim to be number one in the soother market and the largest manufacturer of branded and own label bottles in the UK. *Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham B29 7EE.*

threes in outers of twelve, available in two sizes only: large, for babies up to one year old (or 27lbs), and extra large for babies over one year old (or over 27lbs). Both sizes are available in four colours — pink, white, blue and lemon. The new package is of simple, more modern design, giving better shelf impact and better view of the four colours, they say. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*



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introduce

®

Milumil in a 1kg pack

for nutritional value at an economical price
for extended usage



The DHSS recommend "...the change from breast or bottle feeding to household milk is not advised before 6 months of age...the use of an approved infant formula throughout the first year may be an advantage"

It's convenient – contains up to 1 weeks supply.

It's hygienic – 3 foil sachets preserve freshness.

It's economical – gives good nutritional value.

Everyone agrees that breastfeeding gives a baby the best start in life but if breastfeeding is not chosen or when breastfeeding ends – Milumil can be used

with confidence.

Milumil is a modern modified baby milk which meets DHSS guidelines.

It's granulated for easy mixing and measuring and can be used as a bottle or cup feed.

Milumil 300g, 1kg packs and Aptamil 300g packs are available NOW from your local wholesaler.

milupa®

The new generation of Baby Foods

PRODUCT REVIEW

Sterling lead wipes market

Over the last two years the moist baby wipes market has quadrupled in size. It is the fastest growing baby market in the UK, now worth £2 1/4 m, say Sterling Health, manufacturers of brand leader, Baby Wet Ones.

The product has been advertised on television three times over the last twelve months and backed with Press advertisements in specialist baby publications. It is also advertised to health visitors on a regular basis.

There is currently 20 per cent extra product on packs of 70 and 150 wipes. And the new 35-wipe size is flashed "5p off". *Sterling Health, Surbiton, Surrey KT6 4PH.*

A vision of Bounty for 'hospital' mums

This year, Bounty have extended their post-natal service, by introducing the Bountyvision programme into 60 large hospitals.

It consists of a series of five professionally produced colour films, which are presented free to the hospitals, together with self-contained, simple to operate, colour film players, each with its own mobile trolley.

This equipment is used with the full approval and co-operation of the hospital administrators and staff, but is designed for the patients to operate themselves. The subjects covered by these first Bountyvision films are:

"Breastfeeding your baby"; "Bathing and changing your baby"; "Weaning"; "At home with your baby"; "Bottlefeeding".



Display cubes and towers and also display advice leaflets which are available from Wellcome for Calpol and Drapolene

The films have the "ethical approval" of the Health Education Council, the Royal College of Midwives and the British Paediatric Association, say Bounty. Although the films themselves have no commercial bias, half-way through each one, there is a break during which time advertising commercials are shown. *Bountyvision, Vincents Road, Diss, Norfolk.*

'No gripes' from Woodwards

Four out of five sales of gripe water are made by pharmacists and 44 per cent of these are of Woodwards, say LRC.

Senior product manager, Alan Ransome puts Woodwards continuing popularity down to its reputation. "Woodwards has been the leading brand of gripe water for over 100 years because it is still the most reliable way of easing baby's hiccups or settling minor tummy

upsets," he says.

The slogan "How many more times must I repeat myself" has been used to advertise Woodwards this Summer. Full page colour advertisements in publications for new mothers, *You and Your Baby, Mother and Parents* magazines run until the end of the month. The same slogan is repeated on show-cards and shelf edgers available from the LRC salesforce. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Wellcome babycare bonus for 1983

From March to August of next year, Calpol suspension and Drapolene cream will be on special wholesaler promotion.

During March, April and May these two products will be part of a Summer package supported by advertising in the trade Press together with "emphasis campaigns" by Wellcome representatives.

Meanwhile pink and mauve POS cubes and towers for counter or window displays and shelf strips are available for both products. Leaflets showing how to achieve a professional display can be obtained from representatives or from Wellcome's customer services section. *Wellcome Consumer Division, The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire.*

Doidy repacked

The Doidy Cup is now packaged in a see-through polythene bag which shows the unique shape designed to make the task of drinking from a cup much easier.

Bickiepegs Ltd, 43 Jopp's Lane, St John Street, Aberdeen AB1 1RX.

**BEST FOR
BABY CARE**

SUBA-SEAL

**Baby
Feeding
Products**

Made in England

WILLIAM FREEMAN & CO. LTD

Suba Seal Works, Staincross, Barnsley, Yorkshire, England.
Tel. 0226 84081. Telex 547186.

Prenatal is a protein-containing moisturiser which is absorbed by the skin. In 118ml jars (rsp £1.95) and packed in outers of six, a "16p off" flash-pack offer is currently available. It is promoted to health visitors and midwives at their clinics as well as at their conferences and exhibitions. Advertisements will be appearing in the "A-Z Pregnancy" and "Babycare". A.H. Robins Co Ltd, Redkiln Way, Horsham, Sussex



When we designed the new Freflo teat, we didn't just stop there.

We designed a brand new range of packaging to put it in.

See-through blister packs that keep the teat hygienically sealed from the moment it comes off the production line, until the time your customer opens it.

Each pack is octagonally shaped for extra strength and protection. Your customers can choose between the single blister pack or the unique new double blister pack.

This provides an exciting new sales opportunity for you. It's the only one on the market and brings the cost per teat down to a highly competitive level.

Colourful and attractively designed, the new packs are supplied in outer cartons which convert simply and neatly into convenient dispensers to give you a free eye-catching and highly profitable display. The new-style Freflo teat has been specially designed with



FRESH AS THE DAY THEY WERE BORN.

a wider flange and a new improved shape for easier feeding.

So you can sell it with confidence as a universal replacement teat for any make of wide-necked feeding bottle.

NEW STYLE FEEDER PACKAGING TOO!

No GRIPTIGHT display would be complete without the new range of Freflo feeder packs. Stylish, colourful and reflecting the long-standing quality of all our products, there is a 250ml and 125ml polycarbonate feeder, and a new, improved 240ml glass feeder with teat cover.

Plus a brand new line. The Freflo accessory pack to snap up all those extra replacement sales.

For full details of all these products and the rest of the new-look Nursery range by



NURSERY

A RANGE OF PRODUCTS BY GRIPTIGHT

Lewis Woolf GRIPTIGHT Ltd.,
Selly Oak, Birmingham B29 7EE.

Milton range backed by £1.8m spend

The hygiene group of Milton baby products will have had £1.8m worth of television advertising from July of this year through to the end of March 1983.

Milton fluid — £0.46m spend — will also be backed by a consumer promotion on 300ml and 600ml sizes. In November a pvc apron can be obtained for £2.30 (inc p&p) and two proofs of purchase. Milton is overall brand leader in the baby cold chemical sterilant market holding approximately 33 per cent (in sterling) of the market. It can also be used wherever germs present a problem in the home says the company, particularly anywhere food is prepared or stored (eg chopping boards, work surfaces, fridge and storage containers, etc).

Napisan is currently on promotion. The 500g and 1kg packs bear coupons for 12p off and 25p off next purchase, respectively. Richardson Vicks say that, outside of Boots, it is overall brand leader among germicidal nappy treatments, holding 85 per cent of the market.

Infa-care also will enjoy a substantial spend through to March 1983 — £0.48m. For three proofs of purchase from the 500ml size, or 6 from the 250ml size, the consumer will receive £1 in cash. The



The pvc apron on offer to Milton purchasers in November

promotion begins in November. The company claims Infa-care holds 30 per cent (sterling) of the bath additives market.

Milgard currently has a 15 per cent (sterling) share of the baby cleansing milk / lotion market. It also makes an excellent adult facial cleanser, the company says. In November the 150ml and 300ml sizes will be flashed with coupons for a free pack of Kleenex Boutique cotton wool pads (two proofs of purchase). Advertising spend is £660,000 for the period July 82-March 83.

This month Infa-soft has a 50p cash refund on a 100ml twin pack and also a new 200ml economy size is available. Infa-soft's special formula provides a protective conditioning action to prevent hair from drying out and becoming unmanageable. It is suitable for adults as well as children of all ages, says the company. Advertising spend is put at £660,000 by *Richardson Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW*.

Four from Lullaby — all-in-one to follow

Merrell & Pardoe have announced a four-product extension to their Lullaby baby range. The new products are: 255ml baby oil (£5.40); 230ml baby lotion (£4.20); 255ml baby shampoo (£4.20); 230ml baby bath (£3.48) — all prices trade, per dozen. In addition the 350g baby powder (£5.04 per dozen trade) has been re-designed in keeping with the new products.

In November the company will also be re-launching the Lullaby all-in-one nappies with elasticated legs. *Merrell & Pardoe Ltd, Park Lane Industrial Estate, Oldbury, Warley, West Midlands B69 4JX*.

Bottle and food warmers from Griffin

Griffin products have a range of electrical products for the baby market — consisting of baby bottle and food heaters.

The standard model 4000 sells for £7.65. A "dry" model, 4500 (£7.95), uses no water but incorporates a "warm-wrap" around the bottle. One for use in a car which plugs into the cigar lighter socket — model 6000 at £4.25 — completes the range of bottle warmers.

New this year is the electrically heated food dish which warms food from cold and keeps it warm (model 8000, £9.95). Griffin also market an electric bottle steriliser which automatically sterilises the bottle, accessories *plus* the milk or contents (6200, srp £15.95) and a baby alarm set (5200, £10.50). *Griffin Products Ltd, Holland Way, Blandford, Dorset*.

Baby wipes — to grow with Maws

Maws are confident that the launch of Wipers, backed by a spend of £1/2m — including a television campaign which ran in August and September covering 84% of the country and reaching an estimated 16m housewives — will boost the baby wipe market.

The on-going campaign in specialist



mother and baby Press carries a 10p-off coupon and runs through to the end of December. On-pack promotional support is also planned.

In 1982 Maws have introduced four new products and re-packaged their changetime range. They say distribution in chemists, across all major areas, is 95 per cent maintaining brand leadership of the sterilising and feeding bottle market valued at £8m — they hold 56 per cent of branded bottles, 61 per cent of bottle teats, and 91 per cent of branded sterilants in tablet / crystal form under the Simpla name. In 1982 the Company's advertising and promotional spend is over £750,000. *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey*. ■

Now more reasons than ever to stock Cannon babysafe.

Cannon's bottle and teat has always been reason enough to stock 'babysafe'. With the smooth neck and all the graduations printed on the outside. Plus the genuinely anti-colic nature of the teat especially designed to provide natural flow rates.

The name says it all. Everything we produce is super-safe. And to prove it we've been awarded the Royal Institute of Public Health and Hygiene's Certificate of Merit.

So all the more reason to take stock of the other potential money spinning products that compliment our best selling bottles and teats.

The 'babysafe' compact and economical sterilizing kit is brought to you by Cannon technologists who care and includes: sterilizer tank, float lid, tongs and protective cover **plus** mixing jug with

lid and spatula,
8oz/250ml feeding
bottle with cap, disc and
teat. Also one months'
supply of Cannon
granules.



The Cannon specially shaped long handled feeding brush is strongly recommended for thorough cleaning and features a cleaning device for teats too.



CANNON babysafe

We take more care

Cannon Rubber Ltd., Ashley Road, Tottenham, London N17 9LH. Tel: 01-808 6261

Top seller in the fastest-growing sector of the baby market.



With sales quadrupling in the last 2 years, baby wipes have grown faster than any other sector of the baby market. And 7 out of 10 baby wipes sold in chemists* are Baby Wet Ones.

Leading on Merit

Baby Wet Ones sell best because they are the only baby wipes with a strong product story - they actually help prevent nappy rash.

Year-Round Demand
Baby Wet Ones sell all year round because babies need cleaning all year round. That's why they're advertised all year round - with £750,000 TV, press and sampling support.

Big Business

Baby wipes are big business in chemists right now, with Baby Wet Ones the pick of the pack. Ring your local wholesaler for immediate stocks.

Sterling Health

Baby Wet Ones is a registered trade mark

*Excluding Boots: Independent research survey.